

Sweet Spreads Packaging in Thailand

Market Direction | 2023-10-18 | 8 pages | Euromonitor

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Report description:

Albeit growing from a small base in Thailand, consuming chocolate spreads with bread has been increasing in popularity, particularly among children. In addition, the range of such products that are available in various retail channels has been widening. PET jars and thin wall plastic containers are the most widely used pack types in chocolate spreads in Thailand due to a combination of practicality and consumer preferences. These rigid plastic pack types are lightweight, reducing transportation...

Euromonitor International's Sweet Spreads Packaging in Thailand report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads, Yeast-based Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sweet Spreads Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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SWEET SPREADS PACKAGING IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rigid plastic leads but glass gaining share in chocolate spreads

Glass packaging is mainly used for honey as it helps in improving consumer appeal

Glass jars dominate jams and preserves packaging, but are losing share to rigid plastic pack types

PROSPECTS AND OPPORTUNITIES

Growth expected in packaging unit volume terms across all categories and pack types

Glass set expected to lose share to rigid plastic pack types over the forecast period

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