

Sweet Spreads Packaging in the Netherlands

Market Direction | 2023-10-24 | 8 pages | Euromonitor

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Report description:

Following the surge in demand for sweet spreads in 2020 in line with pandemic-induced home seclusion, thereby enabling more frequent breakfast and snacking opportunities, retail unit volumes of sweet spreads packaging in the Netherlands stagnated towards the end of the review period. This was attributed to greater mobility outside of the home and changing consumer preferences and dietary habits. Dutch consumers are increasingly conscious of their sugar intake and are opting for healthier food ch...

Euromonitor International's Sweet Spreads Packaging in Netherlands 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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Euromonitor International

February 2024

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SWEET SPREADS PACKAGING IN THE NETHERLANDS

KEY DATA FINDINGS

2022 DEVELOPMENTS

Stagnation for sweet spreads packaging in 2022 due to changing dietary habits

Glass jars is leading pack type, perceived as offering product protection

350g is the preferred pack size as it is considered more economical

PROSPECTS AND OPPORTUNITIES

PET bottles set to gain pack type share due to their convenience

Strong growth for smaller pack sizes as they offer better portion control

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