

Sweet Spreads Packaging in Brazil

Market Direction | 2024-07-03 | 8 pages | Euromonitor

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Report description:

Glass jars continue to lead the packaging of honey in Brazil, preferred by prominent brands such as Mel Tropical and Bee Seasonal. This trend is driven in part by the association of glass with premium quality, which appeals to consumers looking for high-end products. The transparency of glass jars allows consumers to visually inspect the honey, assessing its colour and clarity, which are important indicators of quality and purity. In addition, glass is perceived as a more environmentally-friendl...

Euromonitor International's Sweet Spreads Packaging in Brazil 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SWEET SPREADS PACKAGING IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars the most popular format for packaging honey

PET jars dominate the packaging of nut- and seed-based spreads

The 64g pack is the most popular size among consumers due to its convenience and affordability

PROSPECTS AND OPPORTUNITIES

Smaller pack sizes expected to grow in sweet spreads

PET jars expected to gain further share in the packaging of chocolate spreads

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