

Dairy Packaging in France

Market Direction | 2024-06-04 | 8 pages | Euromonitor

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Report description:

Spreadable cheese has been growing in popularity among French consumers as it is convenient to use and easy to spread. This has therefore been boosting the packaging unit volumes of thin wall plastic containers, as they are the primary pack type used for spreadable cheese. These containers feature a wide opening for easy access and transparency to showcase product quality.

Euromonitor International's Dairy Packaging in France 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: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

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

Why buy this report?

- * Get a detailed picture of the Dairy 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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DAIRY PACKAGING IN FRANCE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Popularity of spreadable cheese boosts thin wall container packaging unit volumes

Brick liquid cartons losing share to HDPE bottles in flavoured milk drinks

Brick liquid cartons gaining share in cream thanks to their barrier properties and premium image

PROSPECTS AND OPPORTUNITIES

Multipacks expected to be used as a promotional strategy

Consumers looking for more sustainable packaging

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