

Sweet Spreads Packaging in China

Market Direction | 2024-06-17 | 9 pages | Euromonitor

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Report description:

Glass jars remained the leading pack type for sweet spreads packaging in China at the end of the review period. This was due to glass jars being highly favoured for their ability to preserve the freshness and flavour of sweet spreads, providing an excellent barrier against air and moisture, which helps in extending the product's shelf life. Consumers associate glass packaging with premium quality and safety, as it is non-reactive and does not leach chemicals into the food, aligning with the grow...

Euromonitor International's Sweet Spreads Packaging in China 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 CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars the preferred pack type for sweet spreads

PET jars gaining share in chocolate spreads due to their durable and lightweight nature

The 170g pack size is most popular as it offers a good balance between convenience and value

PROSPECTS AND OPPORTUNITIES

Increase in on-the-go consumption will boost demand for the 14g pack size

Aluminium trays expected to gain share in sweet spreads over the forecast period

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