

Sweet Spreads Packaging in France

Market Direction | 2024-06-04 | 9 pages | Euromonitor

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Report description:

Traditionally, glass jars have been the dominant pack type for chocolate spreads. While they still continue to clearly lead unit packaging volumes, their share has been decreasing in this category. HDPE bottles and squeezable plastic tubes are gaining popularity. With the focus shifting to dispensing properties, making squeezability and convenience key factors, squeezable plastic containers offer easy dispensing and are more portable, catering to the on-the-go lifestyle of modern consumers. This...

Euromonitor International's Sweet Spreads 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: 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 FRANCE

KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles and squeezable plastic tubes gaining ground in chocolate spreads

Cheaper PET jars gaining share in nut- and seed-based spreads

New sustainable packaging from Nature Nate's Honey Co

PROSPECTS AND OPPORTUNITIES

Shrinkflation expected to continue being seen in sweet spreads

Premium positioning of honey is expected to support growth of glass jars

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