

Sweet Spreads Packaging in India

Market Direction | 2024-06-25 | 10 pages | Euromonitor

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Report description:

Total packaging volumes for sweet spreads continued to grow dynamically in 2023, as Indian consumers' awareness of Western diets continued to increase. Rapid urbanisation and exposure to global culture also helped drive this trend, while hectic Indian lifestyles sustained interest in these convenient meal and snack options. As a result, packaging unit volumes of PET jars, PET bottles, and thin wall plastic containers recorded dynamic growth in 2023.

Euromonitor International's Sweet Spreads Packaging in India 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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Table of Contents:

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List Of Contents And Tables

SWEET SPREADS PACKAGING IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small pack sizes for nut and seed based spreads cater to on-the-go consumption

Glass jars appeal to consumers for chocolate spreads packaging

Daily essentials such as jams and preserves popular in large pack sizes, offering utility

PROSPECTS AND OPPORTUNITIES

Smaller pack sizes for jams and preserves likely to gain traction, driven by benefit of portability

Honey packaged in small flexible plastic sachets offers hassle-free consumption

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