

Sweet Spreads Packaging in the Netherlands

Market Direction | 2024-07-05 | 9 pages | Euromonitor

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Report description:

Total sweet spreads packaging volumes in the Netherlands saw another year of stable growth in 2023, although chocolate spreads saw a decline in its packaging volumes, whilst the other categories maintained growth. As rapid inflation affected food prices, adjustments were made to packaging by producers to cater to price-conscious consumers. The 1,000g pack size therefore gained significant popularity, especially in nut and seed based spreads, as it balances quality along with offering a fair price...

Euromonitor International's Sweet Spreads Packaging in Netherlands 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 THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

1,000g pack size gains popularity due to inflation and efforts to balance quality with price

Glass jars on the decline due to the rise of rigid plastic

400g and 640g pack sizes a cost-effective solution for larger households

PROSPECTS AND OPPORTUNITIES

Sustainable packaging as a response to environmental concerns

Health-conscious consumers more inclined to purchase small pack sizes

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