

Sweet Spreads Packaging in Hong Kong, China

Market Direction | 2024-05-29 | 7 pages | Euromonitor

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Report description:

Glass jars remained the dominant packaging type for sweet spreads in Hong Kong in 2023, despite the rigid plastic pack types - PET bottles and PET jars - continuing to gain share. Glass jars are preferred for their ability to showcase the product's texture and quality, enhancing consumer appeal. Glass packaging is also durable, recyclable and tolerant to extreme temperatures. Glass jars also enhance the perceived quality and premium image of the product, which can be particularly appealing in th...

Euromonitor International's Sweet Spreads Packaging in Hong Kong, 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.

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SWEET SPREADS PACKAGING IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars dominate due to premium feel and sustainability trends

Rigid plastic continues taking share from glass in sweet spreads packaging

Plastic dispensing closures continue gaining share in honey

PROSPECTS AND OPPORTUNITIES

PET bottles to grow due to market demand for convenience and product visibility

PET jars will keep taking share from glass jars in nut- and seed-based spreads over the forecast period

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