

## **Sweet Spreads Packaging in Malaysia**

Market Direction | 2024-06-05 | 8 pages | Euromonitor

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### **Report description:**

In 2023, glass jars remained the dominant packaging type for sweet spreads. Jams and preserves dominate sweet spreads packaging in Malaysia, with glass jars the dominant pack type in this category. Glass is an inert material, meaning it does not allow the leaching of chemicals or flavours into the food. This ensures the product retains its pure taste and natural characteristics. Glass also offers a superior barrier against light and air exposure, both of which can degrade the quality of jams and...

Euromonitor International's Sweet Spreads Packaging in Malaysia 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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Euromonitor International

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#### SWEET SPREADS PACKAGING IN MALAYSIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Glass jars are the dominant pack type in sweet spreads

PET jars the main pack type for chocolate spreads

The 230g pack is the main size in nut- and seed-based spreads

##### PROSPECTS AND OPPORTUNITIES

Rising health awareness expected to hamper growth for some categories

The 340g pack will continue to be perceived as an ideal size for the convenience it offers

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