

Sweet Spreads Packaging in South Africa

Market Direction | 2024-07-03 | 8 pages | Euromonitor

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Report description:

In 2023, glass jars remained the dominant pack type for chocolate spreads, favoured by leading brands such as Nutella. Glass jars are mainly used for chocolate spreads packaging as they help showcase the product's texture and quality, thereby enhancing consumer appeal. In addition, the impermeable nature of glass effectively safeguards the spread's freshness and flavour, prolonging its shelf life. However, squeezable plastic tubes continued to record much stronger growth, albeit from a small sal...

Euromonitor International's Sweet Spreads Packaging in South Africa 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 SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars popular in chocolate spreads

PET jars the main pack type in nut- and seed-based spreads, the biggest category

PET bottles taking share from metal food cans in jams and preserves

PROSPECTS AND OPPORTUNITIES

Glass packaging will continue to dominate in yeast-based spreads

Brands likely to focus on lightweight pack types for nut- and seed-based spreads

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