

## **Sweet Spreads Packaging in the US**

Market Direction | 2024-06-21 | 8 pages | Euromonitor

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### **Report description:**

While nut- and seed-based spreads, such as peanut butter, continued to be predominantly packaged in PET jars in the US in 2023, flexible plastic continued to gain pack type share, as they are increasingly adopted by prominent players such as Jif. Thanks to its squeezability, flexible plastic packaging with flip-top closures offers greater convenience to consumers as the product within can be dispersed more conveniently, without the need for an additional utensil to extract and spread the peanut...

Euromonitor International's Sweet Spreads Packaging in USA 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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SWEET SPREADS PACKAGING IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience appeal of flexible plastic helps it gain share in nut- and seed-based spreads

Glass jars losing share in jams and preserves packaging as manufacturers seek to reduce costs

Growth in single-serve packs for peanut butter driving unit volume sales of 33g pack size

PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to continue gaining share in sweets spreads packaging

Thin wall plastic containers to see growth in chocolate spreads and honey

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