

Sweet Spreads Packaging in Vietnam

Market Direction | 2024-08-29 | 9 pages | Euromonitor

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Report description:

Glass jars continued to dominate sweet spreads packaging in Vietnam in 2023, due to the popularity of this pack type for honey, and jams and preserves. This is primarily due to its ability to preserve the quality and flavour of the content. Glass is non-reactive, and does not impart any unwanted flavours or odours to the sweet spread, ensuring that the product remains pure and unaltered. Glass jars are also airtight, providing an effective barrier against moisture and contaminants, which is crucial.

Euromonitor International's Sweet Spreads Packaging in Vietnam 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SWEET SPREADS PACKAGING IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars sees growth for packaging sweet spreads due to its premium feel

Sale of large pack sizes increase in honey, as they offer a better value proposition

350g is the dominant pack size in jams and preserves

PROSPECTS AND OPPORTUNITIES

PET jars set to see an increase in honey, and jams and preserves in the forecast period

Smaller pack sizes will be preferred in chocolate spreads due to portion control

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