

Sweet Spreads Packaging in South Korea

Market Direction | 2024-06-28 | 7 pages | Euromonitor

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Report description:

Total sweet spreads packaging volumes maintained growth in South Korea in 2023. Jams and preserves continued to account for the highest packaging volumes, and also saw the highest growth. Glass jars continued to be the dominant packaging for sweet spreads in South Korea in 2023, and also for jams and preserves, due to offering superior preservation, protecting the taste and aroma of the contents by providing a robust barrier against air and moisture. Glass jars are also perceived as premium and...

Euromonitor International's Sweet Spreads Packaging in South Korea 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 SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars is the most used pack type due to superior preservation and premium image

PET bottles dominates honey in 2023 due to the light weight and durability of this pack type

500g pack size sees increasing demand due to its affordability

PROSPECTS AND OPPORTUNITIES

PET jars poised for growth, as this pack type is affordable and sustainable

120g pack size forecast to grow due to shifting consumer preferences

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