

## **Sweet Spreads Packaging in Japan**

Market Direction | 2024-06-24 | 8 pages | Euromonitor

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### **Report description:**

Total sweet spreads packaging saw growth in Japan in 2023. Although it saw a minor decline in packaging volumes in 2023, glass jars remained by far the most popular pack type within sweet spreads, accounting for nearly half of total packaging volumes. The popularity of glass jar packaging reflects a convergence of the consumer preference for premium and environmentally friendly options, heightened health and safety concerns, strategic marketing efforts by companies aiming to enhance product appeal...

Euromonitor International's Sweet Spreads Packaging in Japan 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 JAPAN

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Glass jars remains the most popular pack type, as consumers value premium and non-toxic packaging

Squeezable tubes are popular for their convenience and easy dispensing

100g and 150g pack sizes continue to lead due to their convenience and portability

#### PROSPECTS AND OPPORTUNITIES

Board tubs will continue to decline due to the rise of other more robust packaging options

400g pack size set to decrease as consumers prefer smaller pack sizes

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