

# Spreads Packaging in Colombia

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## Abstracts

Honey underwent a commoditisation process in the review period, making it difficult for consumers to differentiate between the qualities of the different brands. Consumers are not aware of the differences between different types of honey and even mistake honey-flavoured syrup (provided by chicken fast food outlets) with honey. No strategies are in place to educate consumers because the beekeeping industry in Colombia is small and fragmented, and there are no renowned brands to offer visible diff...

Euromonitor International's Spreads Packaging in Colombia 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 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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