

Spreads Packaging in France

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Abstracts

In 2017, spreads remained relatively dynamic thanks to the gaining of new consumers, the extension of consumption occasions thanks to new formats, good-quality ingredients and the enhancement of “made in France” products. Spreads benefited from the relative decline of other breakfast categories such as children’s breakfast cereals, which are perceived as unhealthy. In addition, the French are known for having “un goûter” (small snack during the afternoon), which is notably based on the same ingr...

Euromonitor International's Spreads Packaging in France 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.

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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.

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