

Spreads Packaging in Hong Kong, China

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Abstracts

Premium packaging can aid brands to meet or exceed consumer expectations. According to studies regarding the packaging influence on brand image, almost 40% of shoppers claim that they tend to recommend products with premium packaging to their friends and family and believe they are receiving more value from the branded luxury packaging. As a result, premium packaging can create a word-of-mouth effect which can save on marketing expenses or just simply double the effect of the marketing effort.

Euromonitor International's Spreads Packaging in Hong Kong, China 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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