

Spreads Packaging in South Korea

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Abstracts

The trend for mini pack sizes strengthened in spreads in South Korea. A standard spread product often comes in 301-500g glass jars, which can be too much volume for single-person households. The growing share of single-person households saw manufacturers focus on these consumers, many of whom like to try diverse flavours in smaller pack size. The leading player in spreads, excluding honey, Bokumjari, introduced different flavours in 100g glass jars. Other players also extended their portfolios w...

Euromonitor International's 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 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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