

# Sweet Spreads Packaging in Germany

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## Abstracts

Due to the outbreak of COVID-19 in 2020, the government in Germany put strict restrictions in place in March, requiring consumers to spend more time within the household, working and learning from home where possible. In addition, foodservice venues were closed for dine-in experiences, which meant that consumers had to spend more time eating meals cooked or prepared at home. This boosted sales for dinner mixes, which saw strong growth in 2020 as a consequence of home seclusion. Folding carton is...

Euromonitor International's Sweet Spreads Packaging in Germany 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.

**Data 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.

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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### SWEET SPREADS PACKAGING IN GERMANY

#### KEY DATA FINDINGS

#### 2020 IMPACT

Dinner mixes sales boom as home seclusion leads to growth for folding cartons

Folding cartons benefit from recyclability, while metal food cans drive growth through affordability

Lack of on-the-go consumption leads to a decline in prepared salads

#### RECOVERY AND OPPORTUNITIES

Convenience drives sales as consumers return to on-the-go lifestyles

Heightened focus on sustainability as manufacturers move away from plastic

Home seclusion boost sales as consumers stockpile sweet spreads

Smaller pack sizes enable consumers to have better portion control

The rise of e-commerce favours PET bottles which are easy to transport

Pouches offer convenience, as busy lifestyles return

Metal tins lose share as smaller players drive packaging innovation

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