

Sweet Spreads Packaging in Italy

<https://marketpublishers.com/r/S1D6E48C1631EN.html>

Date: June 2022

Pages: 11

Price: US\$ 990.00 (Single User License)

ID: S1D6E48C1631EN

Abstracts

As a result of the COVID-19 pandemic, consumers in Italy spent a lot of time in home seclusion in 2020. This boosted sweet spreads consumption in this year, as many consumers use these products as a breakfast solution or as a sweet treat or snack. During lockdown, consumers were more likely to have time to consume breakfast and snacks at home, and so consumption of sweet spreads, and therefore also sweet spreads packaging unit volumes, increased considerably in 2020. While growth slowed in 2021,...

Euromonitor International's Sweet Spreads Packaging in Italy 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 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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Single-serve plastic pouch packs being launched by honey players

PROSPECTS AND OPPORTUNITIES

New healthier varieties to help drive sales of chocolate spreads

Honey packaging to see growth over the forecast period, but glass jars will be in decline

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