

# Sweet Spreads Packaging in Saudi Arabia

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## Abstracts

The spread of the COVID-19 virus in 2020 saw Saudi citizens looking to consume healthy products. As a result, the demand for honey rose. It is believed that honey has antioxidants that are good for the body. Furthermore, the consumption of honey helped patients suffering from COVID-19 soothe a sore throat. This benefitted the packaging unit volumes of main pack type glass jars used in honey in 2020. However, as restrictions eased and people went back to their old ways of eating outside the home,...

Euromonitor International's Sweet Spreads Packaging in Saudi Arabia 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.

## Contents

SWEET SPREADS PACKAGING IN SAUDI ARABIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Demand for honey stagnates in 2021 after the strong growth seen a year earlier

Squeezable tubes appearing in sweet spreads in Saudi Arabia

Health and wellness trends stimulate increase in sales of smaller pack sizes

PROSPECTS AND OPPORTUNITIES

Glass jars will continue to dominate sweet spreads packaging, but PET bottles will be gaining ground

Brands likely to focus on health claims

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