

Sweet Spreads Packaging in China

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Abstracts

In 2022, sweet spreads continued to record positive growth in its packaging unit volumes in China. However, health concerns, given further impetus by the COVID-19 pandemic, were having a negative impact on sales as consumers shied away from sugar-laden products. This particularly affected chocolate spreads, perceived as being the most unhealthy category within sweet spreads, which recorded a slight decline in its packaging unit volumes, particularly impacting its main pack type, PET jars. The ot...

Euromonitor International's Sweet Spreads Packaging in 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 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.

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Honey remains the biggest product in sweet spreads

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Packaging has a role to play in communicating a health-orientated positioning

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