

# Sweet Spreads Packaging in Italy

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## 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. After this spike in demand for sweet spreads and its packaging, growth then slipped into decline in 2021. However, a return to positive growth was seen in 2022.

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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Euromonitor International  
February 2024

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Positive growth for sweet spreads in 2022 following the year-earlier decline  
Glass jars most popular pack type in chocolate spreads due to their impermeability and transparency

Lighter and easy-to-use pack types gaining ground in honey packaging

### **PROSPECTS AND OPPORTUNITIES**

Honey packaging to see growth over the forecast period, but glass jars will be in decline  
Premium appeal of glass jars is likely to maintain demand for this pack type in sweet spreads

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