

# Sweet Spreads Packaging in Vietnam

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## Abstracts

The growth in honey packaging within sweet spreads packaging in Vietnam is due to rising awareness among Vietnamese consumers of the health benefits of honey, such as its natural sweetness and potential medicinal properties. As consumers seek healthier and more natural sweeteners, honey has gained popularity as a preferred choice. Secondly, honey is a versatile ingredient used in various culinary applications, including cooking, baking and as a topping for foods like bread and yoghurt. This vers...

Euromonitor International's Sweet Spreads Packaging in Vietnam 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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Glass jars are the dominant pack type in sweet spreads packaging in Vietnam

The 350g pack is the most popular size in sweet spreads packaging

### **PROSPECTS AND OPPORTUNITIES**

Vietnamese consumers interest in Western eating habits should boost sweet spreads sales

Glass jars will continue to lead, but PET jars will also maintain an upward trajectory

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