

# Sweet Spreads Packaging in Malaysia

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## Abstracts

In 2022, glass jars remained the dominant packaging type for sweet spreads. Jams and preserves dominates sweet spreads packaging in Malaysia, with glass jars the dominant pack type in this category. Meanwhile, despite seeing a decline in packaging volumes, glass jars continued to gain pack type share in 2022, for a few reasons. Glass jars have aesthetic appeal, and are usually associated with premium quality. Hence, a lot of brands take advantage of this and position their sweet spreads as high-...

Euromonitor International's Sweet Spreads Packaging in Malaysia 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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Larger pack sizes increase in popularity as they offer better value for the price  
Honey faces competition from alternatives and environmental concerns

### **PROSPECTS AND OPPORTUNITIES**

Rising health awareness expected to hamper growth for some categories

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