

Sweet Spreads Packaging in India

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Small pack sizes for nut and seed based spreads cater to on-the-go consumption

Glass jars appeal to consumers for chocolate spreads packaging

Daily essentials such as jams and preserves popular in large pack sizes, offering utility

PROSPECTS AND OPPORTUNITIES

Smaller pack sizes for jams and preserves likely to gain traction, driven by benefit of portability

Honey packaged in small flexible plastic sachets offers hassle-free consumption

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