

Sweet Spreads Packaging in Vietnam

October 2023

Table of Contents

Sweet Spreads Packaging in Vietnam - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Honey packaging grows in sweet spreads in 2022

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

Sweet Spreads Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Glass jars the leading pack type in sweet spreads in 2022

Small pack sizes of soft drinks remain popular among consumers in 2022

Metal beverage cans gaining ground within alcoholic drinks

Glass bottles gaining popularity within the beauty and personal care industry in 2022

HDPE bottles dominate surface care packaging in Vietnam

PACKAGING LEGISLATION

Vietnam introduces an EPR regime in 2022 to promote sustainability

RECYCLING AND THE ENVIRONMENT

Coca-Cola Vietnam launches 100% recycled PET bottles in 2022

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-packaging-in-vietnam/report.