



# Sweet Spreads Packaging in Thailand

July 2024

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## Sweet Spreads Packaging in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Glass jars remains the leading pack type in jams and preserves

Thin wall plastic containers sees growth in chocolate spreads packaging

Squeezable plastic tubes valued for their convenience in honey packaging

#### PROSPECTS AND OPPORTUNITIES

Barrier properties of PET jars aid their adoption in nut and seed based spreads

Larger pack sizes on the rise in sweet spreads packaging, but 15g will continue to lead

## Sweet Spreads Packaging in Thailand - Company Profiles

## Packaging Industry in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic remains the key packaging solution for sugar confectionery

PET bottles the main pack type in soft drinks in Thailand

Increasing preference for glass bottles in beer packaging in Thailand

Flexible plastic to overtake HDPE bottles as the main hair care pack type in Thailand

Plastic pouches dominate dishwashing packaging in Thailand

### PACKAGING LEGISLATION

Thailand introduces new standards for food contact plastics

### RECYCLING AND THE ENVIRONMENT

Advancing sustainability through rPET bottles in soft drinks packaging

Sustainability initiatives in home care packaging

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