



# Sweet Spreads Packaging in Ukraine

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Glass jars gaining share in chocolate spreads due their sustainability and multi-purpose nature

Squeezability of PET bottles boosting their popularity in honey

Jams and preserves the main category in sweet spreads packaging in Ukraine

#### PROSPECTS AND OPPORTUNITIES

Glass jars dominate nut- and seed-based spreads

Larger pack sizes to gain share in jams and preserves as they are economical for consumers

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