



**Euromonitor
International**

Sweet Spreads Packaging in Ukraine

August 2024

Table of Contents

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

Sweet Spreads Packaging in Ukraine - Company Profiles

Packaging Industry in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Thin wall plastic containers gaining share in frozen ready meals, driven by cost savings

Energy drinks see growth in 1-litre pack usage, fuelled by the mixer trend

Convenience drives growth for squeezable plastic tubes in conditioners and treatments

Brick liquid cartons rebound in alcoholic drinks, boosted by affordability and protective benefits

Folding cartons dominate home care market due to versatility and durability

PACKAGING LEGISLATION

Recyclable materials take centre stage as EU tightens environmental regulations

Ukraine strengthens packaging regulations for enhanced consumer safety and sustainability

Industry-wide regulatory compliance: key developments in alcoholic drinks, beauty and food packaging

RECYCLING AND THE ENVIRONMENT

Alcoholic drinks industry pushes for sustainable packaging in 2023 to meet environmental and consumer demands

Shaped liquid cartons gaining share in tomato pastes and purées

Table 1 - Overview of Packaging Recycling and Recovery in Ukraine: 2021/2022 and Targets for 2023

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