



Euromonitor  
International

# Sweet Spreads Packaging in Spain

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

PET bottles continue gaining share in honey due to their affordability  
Glass jars benefiting from the premiumisation trend in nut- and seed-based spreads  
Cost-effective and durable HDPE bottles gaining share in jams and preserves

### PROSPECTS AND OPPORTUNITIES

HDPE and other plastic bottles expected to gain share in jams and preserves  
New packaging legislation expected to drive more sustainable practices

## Sweet Spreads Packaging in Spain - Company Profiles

## Packaging Industry in Spain - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
Thin wall plastic containers lead cheese packaging, while glass jars make gains in yoghurt  
PET bottles lead bottled water packaging with a focus on convenience and sustainability  
Glass bottles gaining share from metal cans in beer packaging  
HDPE bottles dominate bath and shower due to their durability and sustainability  
Growing adoption of PET bottles in dishwashing driven by recyclability

### PACKAGING LEGISLATION

European packaging regulation shifts market dynamics, impacting folding carton usage in Spain  
Spain's new plastic tax law promotes a circular economy

### RECYCLING AND THE ENVIRONMENT

Mercadona advances sustainability with recycled plastic packaging for Hacendado chilled pizzas  
Don Simon launches first aluminium-free aseptic carton in its sustainable packaging drive  
Ferrero reduces plastic use with thinner wrapping for Kinder Bueno range  
Table 1 - Overview of Packaging Recycling and Recovery in Spain: 2021/2022 and Targets for 2023

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