



Euromonitor
International

Sweet Spreads Packaging in China

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars the preferred pack type for sweet spreads

PET jars gaining share in chocolate spreads due to their durable and lightweight nature

The 170g pack size is most popular as it offers a good balance between convenience and value

PROSPECTS AND OPPORTUNITIES

Increase in on-the-go consumption will boost demand for the 14g pack size

Aluminium trays expected to gain share in sweet spreads over the forecast period

Sweet Spreads Packaging in China - Company Profiles

Packaging Industry in China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Shaped liquid cartons popular in dairy food packaging due to their convenience

PET bottles dominate soft drinks packaging

Kegs gain popularity for lager in foodservice channel due to their efficiency

Oral care the largest beauty and personal care packaging category, but skin care sees stronger growth

Folding cartons the leading pack type in home insecticides

PACKAGING LEGISLATION

New standard on excessive packaging for fresh produce

RECYCLING AND THE ENVIRONMENT

Ambrosial Yoghurt introduces sustainable packaging initiatives to reduce emissions

Unilever and Alibaba Group launch "Waste-Free World" initiative to enhance plastic bottle recycling

PepsiCo and Coca-Cola unveil innovative sustainability initiatives in packaging

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

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