



Sweet Spreads Packaging in Switzerland

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Quality perception is a major reason why glass jars are used for chocolate spreads

Usage of PET bottles increases for honey, as it is lightweight and shatter-resistant

Plastic pouches are preferred by brands for jams and preserves, as they are convenient

PROSPECTS AND OPPORTUNITIES

Packaging volumes of PET jars set to increase in nut and seed based spreads, driven by versatility and convenience

Smaller pack sizes likely to remain popular in chocolate spreads, owing to their affordability and portion control

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