



**Euromonitor
International**

Sweet Spreads Packaging in the US

June 2024

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Sweet Spreads Packaging in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience appeal of flexible plastic helps it gain share in nut- and seed-based spreads
Glass jars losing share in jams and preserves packaging as manufacturers seek to reduce costs
Growth in single-serve packs for peanut butter driving unit volume sales of 33g pack size

PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to continue gaining share in sweets spreads packaging
Thin wall plastic containers to see growth in chocolate spreads and honey

Sweet Spreads Packaging in the US - Company Profiles

Packaging Industry in the US - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Rise in unit volume sales of the 33g pack size due to growth of single-serve peanut butter packs
Starbucks looking to improve the attractiveness of fresh coffee beans with flexible plastic
Increasing popularity of the 739ml pack size in beer due to evolving consumer preferences
Glass jars gaining share in skin care packaging because of their visual appeal
Rise in use of blister and strip packs in gel air fresheners due to better portion control

PACKAGING LEGISLATION

New legislation aims to ban harmful substances in food packaging

RECYCLING AND THE ENVIRONMENT

Meal kit providers finding new ways to minimise packaging waste

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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-packaging-in-the-us/report.