



Sweet Spreads Packaging in Vietnam

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars sees growth for packaging sweet spreads due to its premium feel
Sale of large pack sizes increase in honey, as they offer a better value proposition
350g is the dominant pack size in jams and preserves

PROSPECTS AND OPPORTUNITIES

PET jars set to see an increase in honey, and jams and preserves in the forecast period
Smaller pack sizes will be preferred in chocolate spreads due to portion control

Sweet Spreads Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture
2023 key trends
Thin wall plastic containers are preferred for butter and spreads owing to their lightweight nature
Brick liquid cartons benefit from the popularity of 100% juice
Metal beverage cans dominate beer packaging in Vietnam due to their eco-friendly nature
Shift to larger fragrance bottles for better value and convenience
Increasing popularity of blister and strip packs in car air fresheners

PACKAGING LEGISLATION

Vietnam's 2022 extended producer responsibility shows a new approach to waste management

RECYCLING AND THE ENVIRONMENT

Carbon-neutral aluminium capsules are a step towards sustainability
Opportunities for eco-friendly packaging solutions in alcohol drinks

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