



**Euromonitor
International**

Plant-Based Dairy Packaging in Spain

August 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles benefit from the increasing competition in plant-based milk
The 200g pack size is considered ideal for plant-based cheese
Due to their convenience, thin wall plastic containers are a popular pack type for yoghurt

PROSPECTS AND OPPORTUNITIES

The 400g pack size is expected to gain share due to its convenience
Thin wall plastic containers expected to gain share in plant-based cheese

Plant-Based Dairy 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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.