

Sweet Spreads Packaging in France

September 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Top brands use glass jars for chocolate spreads as they enhance product appeal
The 500g pack is most popular in honey as it is considered the perfect size by consumers
Metal food cans popular for maintaining product freshness in nut- and seed-based spreads

PROSPECTS AND OPPORTUNITIES

Glass jars' impermeability is likely to drive its usage in jams and preserves
Versatility is set to be a major driving factor for sweet spreads packaging in France

Sweet Spreads Packaging in France - Company Profiles

Packaging Industry in France - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
PET bottles gaining share in cooking and table sauces due to their durability
Coca-Cola Europacific Partners to use 100% returnable glass bottles in France
Fibre bottles make a significant breakthrough in alcoholic drinks packaging
Folding cartons and HDPE bottles are the most used pack types in beauty and personal care in France
Non-plastic-based pack types to gain popularity amidst sustainability concerns

PACKAGING LEGISLATION

France tackles disposable packaging with a ban on single-use plastics
The French AGECL Act enforces regulations on packaging for fruit and vegetables

RECYCLING AND THE ENVIRONMENT

Plastic sorting and recycling targets imposed for 2025 in France
France to offer simplified and standardised packaging recycling labels
France introduces new rules for collecting plastic packaging, cardboard and metal waste
Table 1 - Overview of Packaging Recycling and Recovery in France: 2020/2021 and Targets for 2022

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