

Sweet Spreads Packaging in China

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars the preferred pack type for sweet spreads

PET jars gaining share in chocolate spreads due to their durable and lightweight nature

The 170g pack size is most popular as it offers a good balance between convenience and value

PROSPECTS AND OPPORTUNITIES

Increase in on-the-go consumption will boost demand for the 14g pack size

Aluminium trays expected to gain share in sweet spreads over the forecast period

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