



Sweet Spreads Packaging in China

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The health trend drives decline in overall sweet spreads packaging volumes, but flexible aluminium/plastic sees continued growth

Recyclable plastic pouches emerge as a greener alternative for sweet spreads packaging in China

Sustainability demands reshape the honey packaging landscape in China

PROSPECTS AND OPPORTUNITIES

Sweet spreads packaging volumes expected to rise, although performances will vary due to evolving consumer behaviour

Competitive landscape in sweet spreads in China likely to drive a shift in packaging and product offerings

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Sweet Spreads Packaging in China - Company Profiles

Packaging Industry in China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

China's food packaging saw a unified shift towards sustainability and convenience

Portable packaging is trending in non-alcoholic drinks for on-the-go and environmental reasons

PET bottles gain ground in alcoholic drinks packaging driven by portability and sustainability

Rise of e-commerce and eco-consciousness are reshaping beauty packaging

Blister packs boom due to visibility and protection in home care packaging

Premiumisation and convenience drive evolution in dog and cat food packaging in China

PACKAGING LEGISLATION

Anti-excess packaging rules for leaner designs and reduced hidden costs

Advancing safe and sustainable packaging through China's 2024 draft amendments

RECYCLING AND THE ENVIRONMENT

Recyclable packaging as part of Mars China's corporate sustainability drive

Table 1 - Overview of Packaging Recycling and Recovery in China: 2023/2024 and Targets for 2025

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