



**Euromonitor
International**

Sweet Spreads Packaging in Canada

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Folding cartons sees dynamic growth despite falling overall packaging volumes

Upfield launches plastic-free tub for greasy sweet spreads

PET jars leads, while 500g and 750g packs are most popular

PROSPECTS AND OPPORTUNITIES

Packaging volumes to decline amid health trends and smaller pack preferences

Rising demand expected for 500g and 750g packs and PET bottles and jars

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Sweet Spreads Packaging in Canada - Company Profiles

Packaging Industry in Canada - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Plastic dominates food packaging, but sustainable alternatives are on the rise

Innovation and premium design revolutionise beverage packaging

Metal cans dominate while the bag-in-box format gains traction in alcoholic drinks

Cartons lead sustainable beauty as brands embrace premium finishes and recyclability

Refills and concentrates alternatives power the future of home care

Large packs maximise value in pet food, while small formats unlock entry for new brands

PACKAGING LEGISLATION

Canada advances towards zero plastic waste through national targets, refill models and investment in circular packaging systems

RECYCLING AND THE ENVIRONMENT

Extended producer responsibility enables circular packaging by funding collection and recovery

Clear labelling standards transform packaging transparency by banning misleading claims

Table 1 - Overview of Packaging Recycling and Recovery in Canada: 2022/2023 and Targets for 2024

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-packaging-in-canada/report.