



**Euromonitor
International**

Sweet Spreads Packaging in the US

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sweet spreads packaging volumes rise in 2024 due to diverse usage occasions
Brands are enhancing functionality and sustainability without changing pack types
PET and glass jars the leading pack types in sweet spreads

PROSPECTS AND OPPORTUNITIES

Convenient and sustainable packaging is driving growth in sweet spreads
Packaging innovations are shifting preferences towards flexible and sustainable formats

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Food packaging is shifting towards sustainable materials and portion-controlled formats
Sustainable formats like rPET, cans and pouches are reshaping beverage packaging.
Aluminium cans gaining share in alcoholic drinks packaging
Circular and sustainable packaging innovations transforming beauty and personal care
Refillable systems and green materials driving change in home care packaging
Sustainable and convenient packaging trends redefining pet food

PACKAGING LEGISLATION

The transformation of packaging laws in the US promotes sustainable solutions and producer accountability
Proposed circular economy law raises questions on recycling future
California's plastic pollution law sets new benchmark for sustainable packaging

RECYCLING AND THE ENVIRONMENT

Deposit Return Schemes gain momentum to boost recycling rates in the US
Compostable packaging becoming a leading solution to plastic waste

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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-the-us/report.