



Sweet Spreads Packaging in India

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

PET bottles leads growth in sweet spreads packaging due to convenience and cost-effectiveness
Mallu Vibes’s tin packaging for jackfruit jam is unlikely to impact mainstream packaging formats
Although smaller packs dominate, some larger pack sizes see growth due to value-focused family use

PROSPECTS AND OPPORTUNITIES

Sweet spreads packaging volumes in India will rise along with more varieties and more frequent use
Sweet spreads packaging in India will adapt to health and regional trends

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Paper-based and portion-control packs gaining popularity in food packaging
Increasing use of rPET and cartons to combine sustainability with convenience
Rising demand for convenient and eco-friendly packaging fuels shift towards aluminium cans
Eco-friendly packaging and travel-size options gaining popularity among younger consumers
Regulatory requirements and sustainability goals accelerate adoption of refill and biodegradable formats
Single-serve and resealable pouches drive convenience and freshness in pet food packaging

PACKAGING LEGISLATION

Rising compliance costs drive packaging innovation and differentiation
Single-use plastic policy accelerates transition to sustainable packaging solutions
Stricter plastic waste management rules and the shift towards digital traceability

RECYCLING AND THE ENVIRONMENT

Incentive-based collection and digital systems support shift to circular packaging models
Mono-material and recyclable pouches transform dairy and food packaging
Recyclable and reduced-plastic packaging options expand in response to consumer demand
Table 1 - Overview of Packaging Recycling and Recovery in India: 2023/20234 and Targets for 2025

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