



Dairy Packaging in France

June 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Popularity of spreadable cheese boosts thin wall container packaging unit volumes

Brick liquid cartons losing share to HDPE bottles in flavoured milk drinks

Brick liquid cartons gaining share in cream thanks to their barrier properties and premium image

PROSPECTS AND OPPORTUNITIES

Multipacks expected to be used as a promotional strategy

Consumers looking for more sustainable packaging

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