

# Sweet Spreads Packaging in France

June 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

HDPE bottles and squeezable plastic tubes gaining ground in chocolate spreads

Cheaper PET jars gaining share in nut- and seed-based spreads

New sustainable packaging from Nature Nate's Honey Co

#### PROSPECTS AND OPPORTUNITIES

Shrinkflation expected to continue being seen in sweet spreads

Premium positioning of honey is expected to support growth of glass jars

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