



Sweet Spreads Packaging in Thailand

October 2023

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Sweet Spreads Packaging in Thailand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rigid plastic leads but glass gaining share in chocolate spreads

Glass packaging is mainly used for honey as it helps in improving consumer appeal

Glass jars dominate jams and preserves packaging, but are losing share to rigid plastic pack types

PROSPECTS AND OPPORTUNITIES

Growth expected in packaging unit volume terms across all categories and pack types

Glass set expected to lose share to rigid plastic pack types over the forecast period

Sweet Spreads Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Brands primarily focussed on brick liquid cartons for cream and milk

Smaller pack sizes dominate in soft drinks

The 330ml pack remains the most popular size for alcoholic drinks in Thailand

Smart packaging popular for beauty and personal care products in Thailand

HDPE bottles the main pack type in surface care

PACKAGING LEGISLATION

New legislation for food-contact plastics

RECYCLING AND THE ENVIRONMENT

Singha at the forefront of sustainable packaging and waste management in Thailand

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