

# Sweet Spreads Packaging in Italy

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Honey sees a shift in packaging due to pricing and sustainability

Smaller pack sizes become increasingly popular in chocolate spreads due to portion control

Brands experiment with packaging in nut and seed based spreads to stand out on shelves

#### PROSPECTS AND OPPORTUNITIES

High cost of honey to be countered by affordable pack types

Mid-sized pack sizes expected to grow in jams and preserves

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