

# Sweet Spreads Packaging in Brazil

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Glass jars the most popular format for packaging honey

PET jars dominate the packaging of nut- and seed-based spreads

The 64g pack is the most popular size among consumers due to its convenience and affordability

#### PROSPECTS AND OPPORTUNITIES

Smaller pack sizes expected to grow in sweet spreads

PET jars expected to gain further share in the packaging of chocolate spreads

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