

Sweet Spreads Packaging in the US

June 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience appeal of flexible plastic helps it gain share in nut- and seed-based spreads

Glass jars losing share in jams and preserves packaging as manufacturers seek to reduce costs

Growth in single-serve packs for peanut butter driving unit volume sales of 33g pack size

PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to continue gaining share in sweets spreads packaging

Thin wall plastic containers to see growth in chocolate spreads and honey

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