



Sweet Spreads Packaging in Indonesia

September 2025

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Sweet Spreads Packaging in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer shift towards natural and premium products fuels growth of glass bottles and folding cartons for packaging honey

Sustainable and portable packaging innovations reshape sweet spreads in Indonesia

Stand-up pouches gains momentum in chocolate spreads, although flexible plastic still leads

PROSPECTS AND OPPORTUNITIES

Increased usage across consumption occasions and interest in natural ingredients to support packaging growth for sweet spreads

Smaller pack sizes set to drive growth in jams and preserves in glass jars

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Sweet Spreads Packaging in Indonesia - Company Profiles

Packaging Industry in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Indonesian packaged food players embrace sustainable materials and strategic pack sizing

Leading brands like Coca-Cola shift towards sustainability with fully recycled PET

Metal cans continue gaining share from glass bottles in alcoholic drinks due to their versatility and cost effectiveness

Indonesia's beauty and personal care packaging defined by a strong sustainability-driven overhaul

Flexible plastic remains the backbone of home care packaging, with refill packs ever more popular

Packaging for pet food prioritises convenience and affordability over sustainability

PACKAGING LEGISLATION

Government introduces the National Roadmap and Action Plan for a Circular Economy (Indonesia 2025-2045)

2025-2029 National Medium-Term Development Plan (RPJMN)

Bali Clean Waste Movement bans production and distribution of beverage containers of less than one litre

RECYCLING AND THE ENVIRONMENT

Sustainability and Innovation like MAP and biodegradable films gain popularity

Pack size trends shift as consumers move towards convenience and affordability

Regulatory changes playing an important role in manufacturing and buying habits

Table 1 - Overview of Packaging Recycling and Recovery in Indonesia: 2022/2023 and Targets for 2024

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