



**Euromonitor
International**

Sweet Spreads Packaging in Indonesia

September 2025

Table of Contents

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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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-packaging-in-indonesia/report.