



# Sweet Spreads Packaging in France

August 2025

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## Sweet Spreads Packaging in France - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Growing demand for convenient and flavourful breakfast options drives increasing packaging volumes

Regulations, the plant-based trend, and on-the-go lifestyles impact packaging launches

Focus on convenient, sustainable, eco-friendly packaging

#### PROSPECTS AND OPPORTUNITIES

Evolving lifestyles and balancing indulgence with health will drive growth in packaging volumes

The accelerated adoption of eco-friendly materials and small pack sizes anticipated

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#### Sweet Spreads Packaging in France - Company Profiles

#### Packaging Industry in France - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Shifting lifestyles and desire for high-quality eco-design accelerate the move towards portion-controlled and premium sustainable packaging

Regulatory pressure and shifting consumer habits drive France's transition towards sustainable and portion-focused food packaging

Regulatory pressure and sustainability demands driving the shift towards rPET, shrink wrap alternatives and metal cans in non-alcoholic drinks

Cost constraints and low-carbon targets drive the rise of aluminium cans, lightweight glass and alternative formats in alcoholic beverages

Environmental regulations and consumer expectations fuel rapid growth in refill systems, bio-based materials and minimalistic beauty packaging

Sustainability mandates and concentrated product formats reshape home care packaging towards refillables, lighter packs and mono-material solutions

Eco-focused consumer demand and convenience needs accelerate adoption of recyclable pouches, portion-controlled packs and user-friendly pet food formats

### PACKAGING LEGISLATION

EU-wide recyclability standards accelerate France's transition towards harmonised circular packaging systems

Strict national anti-waste laws push brands to reduce plastics, expand reuse models and improve packaging transparency

Mandatory reuse targets and impending deposit systems drive industry adoption of durable and collectible packaging formats

### RECYCLING AND THE ENVIRONMENT

France's circular economy targets accelerate the shift away from single-use plastics towards recyclable and reusable materials

Regulatory pressure and sustainability goals spur innovation in recyclable materials while reshaping supply chain capabilities

Digital transparency tools and sorting requirements enhance consumer participation in recycling and reuse systems

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

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