



**Euromonitor  
International**

# Sweet Spreads Packaging in France

August 2025

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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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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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-packaging-in-france/report](http://www.euromonitor.com/sweet-spreads-packaging-in-france/report).