



Sweet Spreads Packaging in Australia

August 2025

Table of Contents

Sweet Spreads Packaging in Australia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health trend and convenience drive growth in sweet spreads packaging in Australia

Brands adopt QR codes and resealable pack types to boost engagement

Popularity of PET jars and glass jars supported by trust and product familiarity

PROSPECTS AND OPPORTUNITIES

Steady growth expected for sweet spreads packaging in Australia

Digital presence and demand for healthier variants may affect packaging trends

DISCLAIMER

Sweet Spreads Packaging in Australia - Company Profiles

Packaging Industry in Australia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Sustainability as the driving force in Australian food packaging innovation

Non-alcoholic drinks packaging embraces recyclability and innovation

Aluminium packaging gaining share in alcoholic drinks in Australia

Eco-friendly and refillable packaging leads beauty innovation

Flexible, refillable and compact are the new home care packaging standards

Sustainable and convenient packaging trends in pet food

PACKAGING LEGISLATION

Australia's push for stronger packaging laws and recycled plastics

Stronger packaging standards introduced in Australia

ACCC drives major soft plastics regulatory reset in Australia

RECYCLING AND THE ENVIRONMENT

Australia expands recycling capacity through the RMF

Australia's new kerbside recycling standard

From food waste to compost: Australia's circular recycling push

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

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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-australia/report.