



**Euromonitor
International**

Sweet Spreads Packaging in Australia

August 2025

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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

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Sweet Spreads Packaging in Australia - Company Profiles

Packaging Industry in Australia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
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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

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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-australia/report.