



Sweet Spreads Packaging in Hong Kong, China

September 2025

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Sweet Spreads Packaging in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Honey, and nut and seed based spreads drive up sweet spreads packaging volumes

Eco-conscious materials and on-the-go formats take centre stage in sweet spreads in Hong Kong

Glass jars continues to dominate chocolate spreads packaging amid innovation gap

PROSPECTS AND OPPORTUNITIES

Packaging outlook positive, with honey packaging continuing to lead growth due to its association with health

Mid-sized jars to remain the preferred packaging format for nut and seed based spreads

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Sweet Spreads Packaging in Hong Kong, China - Company Profiles

Packaging Industry in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Hong Kong's food packaging shifts towards sustainability and size optimisation

Hong Kong's non-alcoholic drinks packaging driven by rPET adoption

Hong Kong's alcoholic drinks packaging pivots to cans for sustainability and convenience

Beauty and personal care packaging shifts towards hybrid and eco-conscious materials

Home care packaging trends focus on refillable, eco-friendly and concentrated formats

Sustainability and convenience converge in Hong Kong's pet food packaging trends

PACKAGING LEGISLATION

Impact of plastic ban on packaging design and material innovation

Impact of PRS development on beverage packaging design and circularity

RECYCLING AND THE ENVIRONMENT

Sustainable packaging momentum in beverages

Retailers and brands driving in-store recycling campaigns

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