



**Euromonitor  
International**

# Sweet Spreads Packaging in Hong Kong, China

September 2025

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## 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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