



Sweet Spreads Packaging in South Africa

September 2025

Table of Contents

Sweet Spreads Packaging in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surge in demand for smaller thin wall plastic containers drives growth in sweet spreads packaging

PET jars remains the main pack type in the biggest category, nut and seed based spreads

Rising raw material costs, sustainability regulations, and private label growth drive packaging changes

PROSPECTS AND OPPORTUNITIES

Sweet spreads packaging to grow overall, despite continued declines for chocolate spreads and yeast-based spreads

Thin wall plastic containers likely to gain share due to lightweight design

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Sweet Spreads Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

Evolving packaging shift towards value and everyday convenience

Smaller, single-serve packaging trends across multiple food categories in South Africa

PET dominance and HDPE growth shape South Africa's beverage packaging in 2024

Rising preference for metal beverage cans in alcoholic drinks

Premium sustainability through in-mould labelling in beauty packaging

HDPE bottles and larger pack sizes shape home care packaging

Flexible packaging focuses on convenience through resealable pouches

PACKAGING LEGISLATION

Strengthening Extended Producer Responsibility (EPR) regulations

Mandatory Deposit Return System (DRS) proposed for beverage containers in South Africa

RECYCLING AND THE ENVIRONMENT

Expansion of circular economy and recycling infrastructure

Tackling plastic pollution through collaborative action

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

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