



**Euromonitor
International**

Sweet Spreads Packaging in Vietnam

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rise in packaging volumes driven by gifting and retail shifts

Honey the most dynamic sweet spread thanks to rising awareness of its health benefits

PET jars lead in chocolate spreads

PROSPECTS AND OPPORTUNITIES

Sweet spreads packaging volumes will rise due to growing usage and fragmentation

Glass jars will remain dominant due to premium appeal and safety

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- **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-vietnam/report.