



Euromonitor
International

Sweet Spreads Packaging in Vietnam

September 2025

Table of Contents

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

DISCLAIMER

Sweet Spreads Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Food packaging in Vietnam in 2024 was shaped by a move toward convenience, portion control, and selective shifts to paper and carton.
Non-alcoholic drinks packaging in Vietnam in 2024 was marked by the rapid growth of PET bottles, gradual adoption of recycled content, and a revival of returnable glass.
Alcoholic drinks packaging in Vietnam in 2024 was influenced by regulatory pressures and premiumization, with glass bottles gaining share in premium segments
Beauty and personal care packaging in Vietnam in 2024 was driven by sustainability, refill solutions, and the popularity of small flexible packs.
Home care packaging in Vietnam in 2024 was characterized by growth in PET and HDPE bottles, the rise of refill pouches, and a focus on smaller, more convenient pack sizes.
Dog and cat food packaging in Vietnam in 2024 was evolving toward bulk convenience, sustainability, and user-friendly formats.

PACKAGING LEGISLATION

Regulatory pressure accelerates sustainable packaging innovation
Impact on manufacturers and cost passthrough to consumers
Reverse vending initiatives open new horizon for cleaner Vietnam

RECYCLING AND THE ENVIRONMENT

Refillable and reusable packaging solutions by brands
Biobased and recyclable material innovation a new normal
Consumer engagement and ecolabelling a new normal in Vietnam
Table 1 - Overview of Packaging Recycling and Recovery in Vietnam: 2022/2023 and Targets for 2024

About Euromonitor International

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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-vietnam/report.