



# Sweet Spreads Packaging in Vietnam

September 2025

Table of Contents

## Sweet Spreads Packaging in Vietnam - Category analysis

### 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

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