



Sweet Spreads Packaging in the Philippines

September 2025

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Sweet Spreads Packaging in the Philippines - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising home consumption and pack size innovation fuel packaging growth
Jif taps into the convenience trend with a dual packaging launch
Glass jars still dominates sweet spreads packaging as it improves visual appeal

PROSPECTS AND OPPORTUNITIES

Urban lifestyles and sustainability expected to drive continued growth in sweet spreads packaging volumes
Sweet spreads packaging will have to address supply chain strains and evolving consumer demands

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Sweet Spreads Packaging in the Philippines - Company Profiles

Packaging Industry in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Packaging trends in the Philippines balance environmental duty with practical consumer preferences
Shift towards rPET and paper-based alternatives in 2024 beverage packaging
Rising adoption of aluminium cans in alcoholic drinks in the Philippines
Growing use of refillable, recyclable and biodegradable packaging in beauty care
Refillable, concentrated and eco-friendly formats reshape home care packaging in 2024
Sustainability initiatives take centre stage as pet care brands push towards a circular economy

PACKAGING LEGISLATION

EPR compliance moves from reporting to enforceable audit practice

RECYCLING AND THE ENVIRONMENT

DRS pilot planning signals shift towards circular packaging regulation
EPR enforcement intensifies: driving accountability, packaging redesign and cost implications in the Philippines
Table 1 - Overview of Packaging Recycling and Recovery in the Philippines: 2022/2023 and Targets for 2024

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