



Sweet Spreads Packaging in Indonesia

September 2023

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Sweet Spreads Packaging in Indonesia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Honey continues to benefit from its health positioning
Glass jars the leading pack type in 2022 due to their visual appeal
Plastic pouches seeing growth in sweet spreads

PROSPECTS AND OPPORTUNITIES

Glass bottles to gain share due to growing on-the-go consumption
The 650g pack size is expected to see strong growth due to offering practicality and value for money

Sweet Spreads Packaging in Indonesia - Company Profiles

Packaging Industry in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Indonesian parents prefer bick liquid cartons for baby food as they are resealable
Thin wall plastic containers are popular for RTD tea as they are convenient and cost-effective
Alcoholic drinks brands are incorporating slogans in their packaging
Increased demand for deodorants leads to rise in usage of metal aerosol cans
Biodegradable plastic packaging is gaining traction in the home care industry

PACKAGING LEGISLATION

The ban on plastic bag usage is likely to aid the usage of biodegradable packaging

RECYCLING AND THE ENVIRONMENT

Brands are increasingly adopting sustainable packaging to reduce their carbon footprint

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