



Euromonitor
International

Sweet Spreads Packaging in Thailand

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation drives a glass-prevalent category as rigid plastic surges in chocolate spreads

INDUSTRY PERFORMANCE

A glass-anchored category returns to firm growth

Rigid plastic surges on convenience and chocolate spreads

Glass and paper formats hold their premium ground

WHAT'S NEXT?

Solid growth as recycled glass and lighter formats advance

Convenience, portioning and sustainability define the next phase

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