



Sweet Spreads Packaging in Italy

September 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation steadies a glass-dominated category as Nutella Plant-Based brings recycled-glass jars to the aisle

INDUSTRY PERFORMANCE

A glass-dominated category holds firm

Nutella Plant-Based brings recycled-glass jars to the spreads aisle

Squeezable tubs, monoportions and paper formats stretch the mix

WHAT'S NEXT?

Gradual growth as recycled glass and lighter formats advance

Convenience, portioning and sustainability define the next phase

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-packaging-in-italy/report.