Euromonitor International

Sweet Spreads Packaging in the United Kingdom

September 2026

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Sweet Spreads Packaging in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

A glass-dominated category holds steady as recycled glass and lighter formats advance

INDUSTRY PERFORMANCE

The category remains stable despite rising costs and health pressures
Nutella Plant-Based brings recycled-glass jars to the chocolate-spread aisle
Thin wall tubs and paper formats stretch the format mix

WHAT'S NEXT?

Moderate growth expected as recycled glass and lighter formats advance
Convenience, portioning and sustainability define the next phase

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Sweet Spreads Packaging in the United Kingdom - Company Profiles

Packaging Industry in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
Changing consumer behaviour and economic pressures drive the shift towards convenience-focused and flexible packaging formats
Rising sustainability expectations and inflationary pressures reshape food packaging formats
Regulatory targets and recycled content goals accelerate the shift to glass and rPET in soft drinks
Premiumisation demands and carbon-reduction goals drive material diversification in alcoholic drinks
Refill, recyclability and recycled content reshape beauty and personal care packaging
Recycled content, refill systems and fibre-based formats reshape home care packaging
Sustainability and convenience drive flexible and fibre-based formats in pet food

PACKAGING LEGISLATION

Rising regulatory costs are accelerating packaging redesign
Deposit incentives are reshaping beverage packaging choices
Government-funded waste systems are driving infrastructure upgrades, recycling targets and local authority integration

RECYCLING AND THE ENVIRONMENT

Regulatory pressure and consumer demand drive strategic recycling partnerships
Fibre-based and recyclable mono-material formats advance as sustainable packaging solutions
EPR obligations and traceability requirements reinforce adoption of smart packaging technologies

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