



Sweet Spreads Packaging in Switzerland

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Glass dominates a growing category as PET gain ground in honey and nut spreads

INDUSTRY PERFORMANCE

A glass-dominated category grows on natural and premium spreads

Nutella and local players diversify into PET and recycled materials

Metal tins post the strongest percentage gain from a low base

WHAT'S NEXT?

Gradual growth as recycled glass and lighter formats advance

Convenience, portioning and sustainability define the next phase

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