



Sweet Spreads Packaging in South Africa

October 2023

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Sweet Spreads Packaging in South Africa - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass jars mainly preferred for chocolate spreads whilst gaining share in nut and seed based spreads packaging

PET jars and glass jars remain popular pack types for honey

Consumers prefer 450g pack size in jams and preserves due to convenience factor

PROSPECTS AND OPPORTUNITIES

Use of glass packaging set to increase as it offers significant protection

Brands likely to focus on lightweight pack types for nut and seed based spreads

Sweet Spreads Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Glass jars popular in packaged food as they help preserve product quality

Consumers prefer smaller pack sizes as they are convenient to use

Environmental concerns are driving the demand for sustainable packaging

Numerous brands use folding cartons as they help in branding

Consumers prefer plastic pouches for home care products as they are lightweight

PACKAGING LEGISLATION

New regulation regarding plastics is set to impact the packaging industry

RECYCLING AND THE ENVIRONMENT

Brand owners focusing on eco-friendly packaging to implement a circular economy

Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2020/2021 and Targets for 2022

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