



Sweet Spreads Packaging in Colombia

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift to a healthier diet and cost volatility hamper growth in sweet spreads packaging volumes in Colombia
Portion packs gain ground in chocolate spreads
Plastic pouches continues to dominate sweet spreads packaging in Colombia, but is on a declining trend in jams and preserves

PROSPECTS AND OPPORTUNITIES

Demand for convenience expected to drive steady growth in sweet spreads packaging in Colombia
Regulatory changes and health shifts likely to reshape sweet spreads packaging

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Small and on-the-go formats gain ground across food packaging
PET bottles remain the dominant format in non-alcoholic beverages
Metal beverages cans gain ground on glass bottles in alcoholic drinks
Sustainability and new labelling rules reshape beauty and personal care packaging
Innovation and refills drive home care packaging growth
Flexible paper/plastic the dominant pack type in dynamic cat treats and mixers category

PACKAGING LEGISLATION

Regulatory labelling shapes competitive landscape for plant-based dairy
Colombia’s single-use plastics ban drives shift to sustainable packaging
Colombia sets 2030 targets for sustainable single-use packaging

RECYCLING AND THE ENVIRONMENT

Colombia accelerates PET recycling and rPET adoption
Sustainability trends driving change in pet food packaging
Regulatory pressure drives sustainability shifts in beauty and personal care packaging
Table 1 - Overview of Packaging Recycling and Recovery in Colombia: 2022/2023 and Targets for 2024

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