



**Euromonitor
International**

Sweet Spreads Packaging in Thailand

September 2025

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Sweet Spreads Packaging in Thailand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising sweet spreads packaging volumes in Thailand
Squeezable plastic tubes valued for their convenience in honey packaging
Rising popularity of thin wall plastic containers in Thailand's sweet spreads packaging

PROSPECTS AND OPPORTUNITIES

Further growth expected for sweet spreads packaging volumes in Thailand
Larger pack sizes on the rise in sweet spreads packaging, but 15g will continue to lead

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Sweet Spreads Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Thailand's food packaging market embraces green solutions and practical formats
Sustainability drives rPET and paper-based packaging innovation in non-alcoholic drinks
Thailand's alcoholic drinks packaging evolves with sustainability and convenience
Sustainability and flexible formats drive beauty and personal care packaging
Thailand's home care packaging is being driven by affordability and innovation
Lightweight, cost-effective solutions gain traction in pet food packaging

PACKAGING LEGISLATION

Thailand introduces stricter rules on alcohol packaging size and labelling
Thailand drafts law for sustainable packaging and EPR compliance

RECYCLING AND THE ENVIRONMENT

Thailand's binding EPR law to transform packaging recovery and recycling
Thailand's Plastic Waste Management Roadmap
Table 1 - Overview of Packaging Recycling and Recovery in Thailand: 2022/2023 and Targets for 2024

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