



Soft Drinks Packaging in India

April 2024

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Soft Drinks Packaging in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

PET bottles remain the leading pack type in Indian soft drinks
Growing emphasis by brand owners on rPET bottles across soft drinks packaging
Metal beverage cans record very strong growth in soft drinks in 2023

PROSPECTS AND OPPORTUNITIES

Brand owners expected to continue launching rPET bottles to support circular economy initiatives
Smaller packaging is growing popular across soft drinks among Indian consumers

Soft Drinks Packaging in India - Company Profiles

Packaging Industry in India - Industry Overview

EXECUTIVE SUMMARY

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2023 key trends
The 9g plastic pouch remains popular in ketchup
Metal beverage cans recording strong growth in soft drinks packaging
Increasing usage of PET bottles in the packaging of spirits
Squeezable plastic tubes popular for packaging beauty and personal care products
Plastic pouches gaining share in hand dishwashing packaging

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FSSAI food packaging and plastic regulations

RECYCLING AND THE ENVIRONMENT

Brick liquid cartons emerge as a sustainable choice for the packaging of rum
Eco-friendly paper-based packaging being used for gel air fresheners
Flexible pouches for milk as the dairy industry embraces 100% recyclable packaging
Table 1 - Overview of Packaging Recycling and Recovery in India: 2021/2022 and Targets for 2023

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