



# Soft Drinks Packaging in Australia

April 2024

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## Soft Drinks Packaging in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Metal beverage cans gaining popularity in RTD coffee due to their durability  
Mandatory reform of packaging design regulation to be implemented in Australia  
Coca-Cola launches new packaging to reduce reliance on fossil fuels

#### PROSPECTS AND OPPORTUNITIES

Glass bottles to gain share thanks to luxurious appeal; aluminium/plastic pouches popular in sports drinks  
Metal bottles appearing in still bottled water

## Soft Drinks Packaging in Australia - Company Profiles

## Packaging Industry in Australia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Glass bottles rise in popularity as a pack type for beauty and personal care packaging owing to aesthetic appeal and reusability  
Metal aerosol cans continue to be a popular pack type for home care packaging despite sustainability concerns  
Larger pack formats remain most popular in fresh milk  
Wet cat food packaging dominated by aluminium/plastic pouches and metal food cans  
Metal beverage cans gain share in imported lager and remain popular in domestic lager

### PACKAGING LEGISLATION

A mandatory update to packaging design regulations is scheduled for implementation

### RECYCLING AND THE ENVIRONMENT

Coca-Cola rolls out new packaging to lessen reliance on fossil fuels.

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