



# Soft Drinks Packaging in South Africa

April 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The PET bottle is the main pack type used in the South African soft drinks industry

Zero-sugar trend helps fuel demand for metal beverage cans in South Africa

Liqui-Fruit rebrands to differentiate flavours amid increasing competition

#### PROSPECTS AND OPPORTUNITIES

Metal beverage cans to benefit from the growing demand for energy drinks

Sustainable packaging is an opportunity many companies are exploring

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