



Euromonitor
International

Soft Drinks Packaging in India

June 2025

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Soft Drinks Packaging in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surge in soft drinks packaging volumes in India, driven by the weather, rural demand, and sustainability

India is a leader in PET recycling, with major beverage brands embracing rPET packaging to meet sustainability goals

Soft drinks packaging in India sees innovation, sustainability, and regulatory compliance

PROSPECTS AND OPPORTUNITIES

Steady growth ahead for soft drinks packaging, driven by urbanisation, youth demand, sustainable innovation, and a move to smaller pack sizes

India's PET recycling set for transformative growth, driven by regulatory mandates and market dynamics

Soft Drinks Packaging in India - Company Profiles

Packaging Industry in India - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Paper-based and portion-control packs gaining popularity in food packaging

Increasing use of rPET and cartons to combine sustainability with convenience

Rising demand for convenient and eco-friendly packaging fuels shift towards aluminium cans

Eco-friendly packaging and travel-size options gaining popularity among younger consumers

Regulatory requirements and sustainability goals accelerate adoption of refill and biodegradable formats

Single-serve and resealable pouches drive convenience and freshness in pet food packaging

PACKAGING LEGISLATION

Rising compliance costs drive packaging innovation and differentiation

Single-use plastic policy accelerates transition to sustainable packaging solutions

Stricter plastic waste management rules and the shift towards digital traceability

RECYCLING AND THE ENVIRONMENT

Incentive-based collection and digital systems support shift to circular packaging models

Mono-material and recyclable pouches transform dairy and food packaging

Recyclable and reduced-plastic packaging options expand in response to consumer demand

Table 1 - Overview of Packaging Recycling and Recovery in India: 2023/20234 and Targets for 2025

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country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-packaging-in-india/report.