



Euromonitor
International

Hot Drinks Packaging in Indonesia

July 2025

Table of Contents

Hot Drinks Packaging in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation, lifestyle shifts, and sustainability reshaping hot drinks packaging

Sustainability and convenience take centre stage in hot drinks packaging

Rising costs and regulatory shifts reshaping packaging choices in hot drinks

PROSPECTS AND OPPORTUNITIES

Urbanisation, health trends, and convenience set to inform hot drinks packaging

Flexible formats and sustainability concerns set to reshape packaging choices

Hot Drinks Packaging in Indonesia - Company Profiles

Packaging Industry in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Indonesian packaged food players embrace sustainable materials and strategic pack sizing

Leading brands like Coca-Cola shift towards sustainability with fully recycled PET

Metal cans continue gaining share from glass bottles in alcoholic drinks due to their versatility and cost effectiveness

Indonesia's beauty and personal care packaging defined by a strong sustainability-driven overhaul

Flexible plastic remains the backbone of home care packaging, with refill packs ever more popular

Packaging for pet food prioritises convenience and affordability over sustainability

PACKAGING LEGISLATION

Government introduces the National Roadmap and Action Plan for a Circular Economy (Indonesia 2025-2045)

2025-2029 National Medium-Term Development Plan (RPJMN)

Bali Clean Waste Movement bans production and distribution of beverage containers of less than one litre

RECYCLING AND THE ENVIRONMENT

Sustainability and Innovation like MAP and biodegradable films gain popularity

Pack size trends shift as consumers move towards convenience and affordability

Regulatory changes playing an important role in manufacturing and buying habits

Table 1 - Overview of Packaging Recycling and Recovery in Indonesia: 2022/2023 and Targets for 2024

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

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/hot-drinks-packaging-in-indonesia/report.