



Euromonitor  
International

# Soft Drinks Packaging in Colombia

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## Soft Drinks Packaging in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

PET bottles drives growth in soft drinks packaging in Colombia, due to convenience, affordability, and sustainability  
Beverage brands are increasing rPET content to meet sustainability targets and regulatory requirements  
Digital and interactive trends are reshaping soft drinks due to consumer demand for personalisation and eco-conscious solutions

#### PROSPECTS AND OPPORTUNITIES

Juice in small pack sizes set to rise due to the health trend, portion control, and eco-friendly packaging  
281ml glass bottles for RTD coffee set to rise, due to premiumisation and convenience

## Soft Drinks Packaging in Colombia - Company Profiles

## Packaging Industry in Colombia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture  
2024 key trends  
Small and on-the-go formats gain ground across food packaging  
PET bottles remain the dominant format in non-alcoholic beverages  
Metal beverage cans gain ground on glass bottles in alcoholic drinks  
Sustainability and new labelling rules reshape beauty and personal care packaging  
Innovation and refills drive home care packaging growth  
Flexible paper/plastic the dominant pack type in dynamic cat treats and mixers category

### PACKAGING LEGISLATION

Regulatory labelling shapes competitive landscape for plant-based dairy  
Colombia's single-use plastics ban drives shift to sustainable packaging  
Colombia sets 2030 targets for sustainable single-use packaging

### RECYCLING AND THE ENVIRONMENT

Colombia accelerates PET recycling and rPET adoption  
Sustainability trends driving change in pet food packaging  
Regulatory pressure drives sustainability shifts in beauty and personal care packaging  
Table 1 - Overview of Packaging Recycling and Recovery in Colombia: 2022/2023 and Targets for 2024

### DISCLAIMER

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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-colombia/report](http://www.euromonitor.com/soft-drinks-packaging-in-colombia/report).