



Euromonitor  
International

# Processed Fruit and Vegetables Packaging in Indonesia

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for shelf stable fruit and vegetables drives a surge in packaging volumes of brick liquid cartons  
Smart and sustainable pack types elevate processed fruit and vegetables packaging in Indonesia  
Frozen processed fruit and vegetables packaging lacks variety despite growing demand

PROSPECTS AND OPPORTUNITIES

Steady rise expected in packaging volumes for processed fruit and vegetables  
432g metal food cans to gain traction in shelf stable vegetables to meet changing consumer preferences

DISCLAIMER

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/processed-fruit-and-vegetables-packaging-in-indonesia/report](http://www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-indonesia/report).