



**Euromonitor
International**

Meals and Soups Packaging in Colombia

August 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Urban demand for convenience, and dual-income families fuel growth in meals and soups in Colombia
Flexible aluminium/plastic packaging dominates soup, while ready meals sees a shift to aluminium trays
Recyclable flexible pouches emerging as shelf stable packaging for meals and soups in Colombia

PROSPECTS AND OPPORTUNITIES

Innovation focus on health, and online retail to drive stability for packaged meals and soups
Flexible aluminium/plastic to lose share as metal food cans and flexible plastic rise

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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 beverages 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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-packaging-in-colombia/report.