



**Euromonitor
International**

Meals and Soups Packaging in South Africa

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in meals and soups packaging volumes, with glass jars performing well but flexible plastic remaining dominant
Different pack sizes and pack types offer convenience and affordability, and drive at-home consumption of soup and ready meals
Innovative folding carton packaging sets a new standard for meals and soups in South Africa

PROSPECTS AND OPPORTUNITIES

Steady growth forecast for meals and soups packaging volumes, with flexible plastic maintaining its dominance
600g and 1,000g plastic pouches expected to gain popularity in meals and soups packaging in South Africa

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
Evolving packaging shift towards value and everyday convenience
Smaller, single-serve packaging trends across multiple food categories in South Africa
PET dominance and HDPE growth shape South Africa’s beverage packaging in 2024
Rising preference for metal beverage cans in alcoholic drinks
Premium sustainability through in-mould labelling in beauty packaging
HDPE bottles and larger pack sizes shape home care packaging
Flexible packaging focuses on convenience through resealable pouches

PACKAGING LEGISLATION

Strengthening Extended Producer Responsibility (EPR) regulations
Mandatory Deposit Return System (DRS) proposed for beverage containers in South Africa

RECYCLING AND THE ENVIRONMENT

Expansion of circular economy and recycling infrastructure
Tackling plastic pollution through collaborative action
Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 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-south-africa/report.