



Euromonitor
International

Soft Drinks Packaging in South Africa

April 2024

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Soft Drinks Packaging in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The PET bottle is the main pack type used in the South African soft drinks industry

Zero-sugar trend helps fuel demand for metal beverage cans in South Africa

Liqui-Fruit rebrands to differentiate flavours amid increasing competition

PROSPECTS AND OPPORTUNITIES

Metal beverage cans to benefit from the growing demand for energy drinks

Sustainable packaging is an opportunity many companies are exploring

Soft Drinks Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Brick liquid cartons gain popularity for nutritious baby food options

Small hot drink packs are popular for their convenience, affordability and single servings

Glass bottles are the preferred choice for brandy and cognac

HDPE bottles are favoured for affordable skin care products

Plastic pouches rise in popularity for cost-effective detergent packaging

PACKAGING LEGISLATION

Waste Act 2008 promotes sustainable packaging waste management

EPR holds producers accountable for the full lifecycle of packaging

Producers must report waste management to ensure regulatory compliance

RECYCLING AND THE ENVIRONMENT

Community initiatives boost recycling awareness and accessibility

Recycling reduces waste and aligns with national sustainability goals

Infrastructure challenges persist, but innovation offers improvement opportunities

Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2021/2022 and Targets for 2023

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-packaging-in-south-africa/report.