



# Soft Drinks Packaging in France

July 2025

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## Soft Drinks Packaging in France - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Folding cartons leads packaging growth in France in 2024 due to sustainability and branding, but PET bottles maintains its lead  
France's PET recycling rates increase, driven by stricter regulation and investment in recycling infrastructure, leading to higher rPET adoption  
Companies adopt tethered caps to enhance recyclability and align with EU regulations

#### PROSPECTS AND OPPORTUNITIES

Shifting consumer preference towards healthier beverages and sustainable packaging will impact soft drinks packaging volumes  
Decline in 1,000ml liquid cartons expected due to consumer preference for smaller, more convenient pack sizes and different pack types

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## Soft Drinks Packaging in France - Company Profiles

## Packaging Industry in France - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Shifting lifestyles and desire for high-quality eco-design accelerate the move towards portion-controlled and premium sustainable packaging  
Regulatory pressure and shifting consumer habits drive France's transition towards sustainable and portion-focused food packaging  
Regulatory pressure and sustainability demands driving the shift towards rPET, shrink wrap alternatives and metal cans in non-alcoholic drinks  
Cost constraints and low-carbon targets drive the rise of aluminium cans, lightweight glass and alternative formats in alcoholic beverages  
Environmental regulations and consumer expectations fuel rapid growth in refill systems, bio-based materials and minimalistic beauty packaging  
Sustainability mandates and concentrated product formats reshape home care packaging towards refillables, lighter packs and mono-material solutions  
Eco-focused consumer demand and convenience needs accelerate adoption of recyclable pouches, portion-controlled packs and user-friendly pet food formats

#### PACKAGING LEGISLATION

EU-wide recyclability standards accelerate France's transition towards harmonised circular packaging systems  
Strict national anti-waste laws push brands to reduce plastics, expand reuse models and improve packaging transparency  
Mandatory reuse targets and impending deposit systems drive industry adoption of durable and collectible packaging formats

#### RECYCLING AND THE ENVIRONMENT

France's circular economy targets accelerate the shift away from single-use plastics towards recyclable and reusable materials  
Regulatory pressure and sustainability goals spur innovation in recyclable materials while reshaping supply chain capabilities  
Digital transparency tools and sorting requirements enhance consumer participation in recycling and reuse systems

Table 1 - Overview of Packaging Recycling and Recovery in France: 2022/2023 and Targets for 2024

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