



Euromonitor
International

Soft Drinks Packaging in France

July 2025

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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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