



# Soft Drinks Packaging in India

June 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Surge in soft drinks packaging volumes in India, driven by the weather, rural demand, and sustainability

India is a leader in PET recycling, with major beverage brands embracing rPET packaging to meet sustainability goals

Soft drinks packaging in India sees innovation, sustainability, and regulatory compliance

#### PROSPECTS AND OPPORTUNITIES

Steady growth ahead for soft drinks packaging, driven by urbanisation, youth demand, sustainable innovation, and a move to smaller pack sizes

India's PET recycling set for transformative growth, driven by regulatory mandates and market dynamics

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