



Soft Drinks Packaging in Australia

June 2025

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Soft Drinks Packaging in Australia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rise in Australia's soft drinks packaging influenced by solid growth of metal beverage cans

National Plastics Plan aims to achieve 50% recycled content across all packaging

Launch of products in FSC-certified paperboard and plant-based plastics demonstrates broader shift towards environmentally responsible packaging

PROSPECTS AND OPPORTUNITIES

Future growth of soft drinks packaging supported by consumer shift towards convenient packaging options

Australia aims to achieve 80% resource recovery rates by 2030

Soft Drinks Packaging in Australia - Company Profiles

Packaging Industry in Australia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Sustainability as the driving force in Australian food packaging innovation

Non-alcoholic drinks packaging embraces recyclability and innovation

Aluminium packaging gaining share in alcoholic drinks in Australia

Eco-friendly and refillable packaging leads beauty innovation

Flexible, refillable and compact are the new home care packaging standards

Sustainable and convenient packaging trends in pet food

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Australia's push for stronger packaging laws and recycled plastics

Stronger packaging standards introduced in Australia

ACCC drives major soft plastics regulatory reset in Australia

RECYCLING AND THE ENVIRONMENT

Australia expands recycling capacity through the RMF

Australia's new kerbside recycling standard

From food waste to compost: Australia's circular recycling push

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

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