



Euromonitor
International

Alcoholic Drinks Packaging in South Korea

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Return to positive growth for packaging unit volumes in South Korean alcoholic drinks in 2024
Glass bottles more dynamic in beer, but cans growing faster in RTDs in South Korea
Sensory and visual innovation reshapes alcohol packaging in South Korea

PROSPECTS AND OPPORTUNITIES

Shifting packaging volumes reflect changing consumption and sustainability trends in South Korea
Convenience, affordability and sustainability boost the popularity of multipacks in beer and RTDs

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Smaller packs and sustainable materials drive food packaging innovation in South Korea
Recycled materials and label-free bottles lead South Korea’s sustainable beverage packaging shift in 2024
Premiumisation and sustainability redefine South Korea’s alcoholic drinks packaging
Eco-friendly and refillable packaging takes centre stage in South Korea’s beauty industry in 2024
Refillable and user-friendly packaging drives sustainable innovation in South Korea’s home care industry in 2024
Convenience and sustainability shape South Korea’s pet food packaging

PACKAGING LEGISLATION

Recyclability and recycled content mandates
Deposit return and waste reduction initiatives
Impact on industry and consumers

RECYCLING AND THE ENVIRONMENT

Mandatory recycled content targets
Design for recyclability and label-free packaging
Transparent PET bottle sorting and consumer responsibility
Table 1 - Overview of Packaging Recycling and Recovery in South Korea: 2022/2023 and Targets for 2024

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