



Euromonitor
International

Alcoholic Drinks Packaging in South Korea

September 2024

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Alcoholic Drinks Packaging in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal beverage cans continues to dominate alcoholic drinks packaging, due to the consumer preference for beer
PET bottles witnesses growth as a pack type for beer in larger pack sizes, owing to practicality considerations
Folding cartons gains popularity as secondary packaging for whiskies, along with an increased focus on branding

PROSPECTS AND OPPORTUNITIES

Brick liquid cartons expected to gain popularity as a pack type for spirits in smaller sizes, due to changing consumer preferences
HDPE bottles expected to emerge as a popular pack type for affordable rice wine, as this is a cost-effective pack type

Alcoholic Drinks Packaging in South Korea - Company Profiles

Packaging Industry in South Korea - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic is the preferred pack type in meals and soups packaging due to its cost-effectiveness and convenience
Rigid plastic maintains its dominance in overall soft drinks packaging
PET bottles grow as a pack type for beer in larger pack sizes, owing to practicality considerations
Small pack sizes continue to dominate beauty and personal care due to consumer preferences
HDPE bottles remain the most popular pack type for laundry care products in South Korea for their versatility and protective properties

PACKAGING LEGISLATION

Registration for recycled packaging claims made mandatory for food and beverage manufacturers

RECYCLING AND THE ENVIRONMENT

Seoul Dairy Cooperative shifts to pressure-sensitive labels to increase the recyclability of its PET bottles

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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.