



# Alcoholic Drinks Packaging in South Korea

October 2025

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## Alcoholic Drinks Packaging in South Korea - Category analysis

### 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

### DISCLAIMER

#### Alcoholic Drinks Packaging in South Korea - Company Profiles

#### Packaging Industry in South Korea - Industry Overview

### 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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