



Soft Drinks Packaging in Indonesia

July 2025

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Soft Drinks Packaging in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Soft drinks packaging sees steady growth in 2024

PET recycling rate rising, driven by industry initiatives, policy support, and regulation

Innovation focused on sustainability, consumer preferences, and regulatory demands

PROSPECTS AND OPPORTUNITIES

Sales set to be fuelled by urbanisation, rising incomes, and evolving consumer preferences

Indonesia's PET recycling rate projected to double by 2030

Soft Drinks Packaging in Indonesia - Company Profiles

Packaging Industry in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Indonesian packaged food players embrace sustainable materials and strategic pack sizing

Leading brands like Coca-Cola shift towards sustainability with fully recycled PET

Metal cans continue gaining share from glass bottles in alcoholic drinks due to their versatility and cost effectiveness

Indonesia's beauty and personal care packaging defined by a strong sustainability-driven overhaul

Flexible plastic remains the backbone of home care packaging, with refill packs ever more popular

Packaging for pet food prioritises convenience and affordability over sustainability

PACKAGING LEGISLATION

Government introduces the National Roadmap and Action Plan for a Circular Economy (Indonesia 2025-2045)

2025-2029 National Medium-Term Development Plan (RPJMN)

Bali Clean Waste Movement bans production and distribution of beverage containers of less than one litre

RECYCLING AND THE ENVIRONMENT

Sustainability and Innovation like MAP and biodegradable films gain popularity

Pack size trends shift as consumers move towards convenience and affordability

Regulatory changes playing an important role in manufacturing and buying habits

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

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