



Soft Drinks Packaging in the US

June 2025

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Soft Drinks Packaging in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Soft drinks packaging witnesses stasis in 2024, as consumer demand is limited by cost pressures

Usage of recycled PET witnesses substantial growth, driven by voluntary brand commitments

Innovation in US soft drinks packaging focuses on smart technology, sustainability, and refillable solutions

PROSPECTS AND OPPORTUNITIES

Soft drinks packaging in the US forecast to grow, driven by premiumisation, sustainability, and e-commerce

Sustainability-driven growth projected to reshape US soft drinks packaging

Soft Drinks Packaging in the US - Company Profiles

Packaging Industry in the US - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Food packaging is shifting towards sustainable materials and portion-controlled formats

Sustainable formats like rPET, cans and pouches are reshaping beverage packaging.

Aluminium cans gaining share in alcoholic drinks packaging

Circular and sustainable packaging innovations transforming beauty and personal care

Refillable systems and green materials driving change in home care packaging

Sustainable and convenient packaging trends redefining pet food

PACKAGING LEGISLATION

The transformation of packaging laws in the US promotes sustainable solutions and producer accountability

Proposed circular economy law raises questions on recycling future

California's plastic pollution law sets new benchmark for sustainable packaging

RECYCLING AND THE ENVIRONMENT

Deposit Return Schemes gain momentum to boost recycling rates in the US

Compostable packaging becoming a leading solution to plastic waste

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