



Euromonitor
International

Alcoholic Drinks Packaging in South Africa

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Table of Contents

Alcoholic Drinks Packaging in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Brick liquid cartons seeing dynamic growth in South African wine packaging
Metal beverage cans gaining share due to their lightweight design and ease of transportation
Robertson Winery leads sustainability charge with its introduction of a 3-litre recyclable bag-in-box wine pack

PROSPECTS AND OPPORTUNITIES

Portable pack types and market expansion will drive future alcoholic drinks packaging volumes
Future shift towards aluminium cans fuelled by convenience and recycling

DISCLAIMER

Alcoholic Drinks Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
Evolving packaging shift towards value and everyday convenience
Smaller, single-serve packaging trends across multiple food categories in South Africa
PET dominance and HDPE growth shape South Africa's beverage packaging in 2024
Rising preference for metal beverage cans in alcoholic drinks
Premium sustainability through in-mould labelling in beauty packaging
HDPE bottles and larger pack sizes shape home care packaging
Flexible packaging focuses on convenience through resealable pouches

PACKAGING LEGISLATION

Strengthening Extended Producer Responsibility (EPR) regulations
Mandatory Deposit Return System (DRS) proposed for beverage containers in South Africa

RECYCLING AND THE ENVIRONMENT

Expansion of circular economy and recycling infrastructure
Tackling plastic pollution through collaborative action
Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2022/2023 and Targets for 2024

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