



Soft Drinks Packaging in South Africa

July 2025

Table of Contents

Soft Drinks Packaging in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Evolving packaging strategies to balance affordability and offer consumers value

Recycling momentum and the emerging role of HDPE in South Africa's soft drinks packaging landscape

Regulatory pressure drives transformation and digital solutions in plastic packaging compliance

PROSPECTS AND OPPORTUNITIES

Advancements in sustainability and innovation expected, with more PET recycling

Growth and transformation likely in soft drinks packaging in South Africa

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Soft 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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