



Euromonitor
International

Soft Drinks Packaging in South Africa

July 2025

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-packaging-in-south-africa/report.