



Euromonitor  
International

# Soft Drinks Packaging in the United Kingdom

June 2025

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## Soft Drinks Packaging in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Soft drinks packaging witnesses a slight decline in the UK in 2024 due to continued consumer caution

UK soft drinks players accelerate use of recycled PET in soft drinks packaging

UK soft drinks packaging sees innovation in terms of sustainable materials in 2024

#### PROSPECTS AND OPPORTUNITIES

UK soft drinks packaging expected to grow due to the increasing demand for convenient and sustainable packaging solutions

UK soft drinks packaging expected to evolve with advancements in PET recycling, supply and demand dynamics, and changing consumer preferences

## Soft Drinks Packaging in the United Kingdom - Company Profiles

## Packaging Industry in the United Kingdom - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Changing consumer behaviour and economic pressures drive the shift towards convenience-focused and flexible packaging formats

Rising sustainability expectations and inflationary pressures reshape food packaging formats

Regulatory targets and brand carbon goals accelerate the shift to rPET and low-impact non-alcoholic formats

Premiumisation demands and carbon-reduction goals drive material diversification in alcoholic drinks

Circular beauty expectations and retailer action accelerate refill and bio-based packaging adoption

Demand for value and waste reduction drives adoption of concentrates and refill ecosystems in home care

Consumer demand for sustainability and functionality drives new flexible and smart packaging formats in pet food

### PACKAGING LEGISLATION

Rising regulatory costs are accelerating packaging redesign

Deposit incentives are reshaping beverage packaging choices

Government-funded waste systems are driving infrastructure upgrades, recycling targets and local-authority integration

### RECYCLING AND THE ENVIRONMENT

Regulatory pressure and consumer demand driving strategic recycling partnerships

Patent-free biopolymers and seaweed coating emerge as compostable packaging solutions

EPR obligations and traceability requirements reinforce adoption of smart packaging technologies

Table 1 - Overview of Packaging Recycling and Recovery in the United Kingdom: 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-the-united-kingdom/report](http://www.euromonitor.com/soft-drinks-packaging-in-the-united-kingdom/report).