



Euromonitor
International

Soft Drinks Packaging in Colombia

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

PET bottles drives growth in soft drinks packaging in Colombia, due to convenience, affordability, and sustainability
Beverage brands are increasing rPET content to meet sustainability targets and regulatory requirements
Digital and interactive trends are reshaping soft drinks due to consumer demand for personalisation and eco-conscious solutions

PROSPECTS AND OPPORTUNITIES

Juice in small pack sizes set to rise due to the health trend, portion control, and eco-friendly packaging
281ml glass bottles for RTD coffee set to rise, due to premiumisation and convenience

Soft Drinks Packaging in Colombia - Company Profiles

Packaging Industry in Colombia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Small and on-the-go formats gain ground across food packaging
PET bottles remain the dominant format in non-alcoholic beverages
Metal beverage cans gain ground on glass bottles in alcoholic drinks
Sustainability and new labelling rules reshape beauty and personal care packaging
Innovation and refills drive home care packaging growth
Flexible paper/plastic the dominant pack type in dynamic cat treats and mixers category

PACKAGING LEGISLATION

Regulatory labelling shapes competitive landscape for plant-based dairy
Colombia's single-use plastics ban drives shift to sustainable packaging
Colombia sets 2030 targets for sustainable single-use packaging

RECYCLING AND THE ENVIRONMENT

Colombia accelerates PET recycling and rPET adoption
Sustainability trends driving change in pet food packaging
Regulatory pressure drives sustainability shifts in beauty and personal care packaging
Table 1 - Overview of Packaging Recycling and Recovery in Colombia: 2022/2023 and Targets for 2024

DISCLAIMER

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country-specific local insight and comprehensive data, unavailable elsewhere.

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