



Euromonitor
International

Soft Drinks Packaging in Colombia

June 2025

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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

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with 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.