



# Dairy Packaging in India

June 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Adoption of 100% recyclable flexible plastic pouches for fresh milk  
Brands capitalise on sustainable practices in flavoured milk drinks  
Increased use of flexible plastic pouches for yoghurt, driven by cost considerations

### PROSPECTS AND OPPORTUNITIES

Brick liquid cartons likely to gain share in milk packaging  
Innovative packaging solutions set to drive growth in butter and spreads packaging

## Dairy Packaging in India - Company Profiles

## Packaging Industry in India - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
The 9g plastic pouch remains popular in ketchup  
Metal beverage cans recording strong growth in soft drinks packaging  
Increasing usage of PET bottles in the packaging of spirits  
Squeezable plastic tubes popular for packaging beauty and personal care products  
Plastic pouches gaining share in hand dishwashing packaging

### PACKAGING LEGISLATION

Introduction of new packaging laws and regulations in India  
FSSAI food packaging and plastic regulations

### RECYCLING AND THE ENVIRONMENT

Brick liquid cartons emerge as a sustainable choice for the packaging of rum  
Eco-friendly paper-based packaging being used for gel air fresheners  
Flexible pouches for milk as the dairy industry embraces 100% recyclable packaging  
Table 1 - Overview of Packaging Recycling and Recovery in India: 2021/2022 and Targets for 2023

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