



# Soft Drinks Packaging in China

June 2025

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## Soft Drinks Packaging in China - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Trends in soft drinks packaging volumes driven by health, urbanisation, and sustainability efforts  
China's advancements in PET recycling and rPET content drive sustainability in soft drinks packaging  
Eco-friendly, convenient, and digital innovations reshape soft drinks packaging in China

#### PROSPECTS AND OPPORTUNITIES

Urbanisation and health consciousness set to drive growth in soft drinks packaging in China in the forecast period  
The popularity of different pack types expected to evolve significantly, driven by consumers' desire for convenience

## Soft Drinks Packaging in China - Company Profiles

## Packaging Industry in China - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

China's food packaging saw a unified shift towards sustainability and convenience  
Portable packaging is trending in non-alcoholic drinks for on-the-go and environmental reasons  
PET bottles gain ground in alcoholic drinks packaging driven by portability and sustainability  
Rise of e-commerce and eco-consciousness are reshaping beauty packaging  
Blister packs boom due to visibility and protection in home care packaging  
Premiumisation and convenience drive evolution in dog and cat food packaging in China

### PACKAGING LEGISLATION

Anti-excess packaging rules for leaner designs and reduced hidden costs  
Advancing safe and sustainable packaging through China's 2024 draft amendments

### RECYCLING AND THE ENVIRONMENT

Recyclable packaging as part of Mars China's corporate sustainability drive

Table 1 - Overview of Packaging Recycling and Recovery in China: 2023/2024 and Targets for 2025

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