



Euromonitor
International

Soft Drinks Packaging in Ukraine

July 2025

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Soft Drinks Packaging in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Metal and glass drive packaging growth through sustainability and premium appeal

Soft drinks packaging embraces rPET and sustainable packaging amid rising recycling rates and regulatory reforms

Soft drinks sees the adoption of more sustainable closures and multipack solutions to cut plastic waste

PROSPECTS AND OPPORTUNITIES

Glass bottles expected to maintain growth in packaging volumes due to premiumisation and sustainability

Metal beverage cans expected to gain share in carbonates due to sustainability and convenience

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Soft Drinks Packaging in Ukraine - Company Profiles

Packaging Industry in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Pouches lead food packaging innovation

Sustainability gains momentum in non-alcoholic drinks packaging with rPET adoption and growth for aluminium cans

Metal beverage cans show faster growth than glass bottles in beer and wine

Biodegradable jars push sustainability in beauty and personal care packaging

HDPE bottles gain share in Ukraine in 2024, driven by consumer demand for durability

The 400g metal food can is popular for its convenience and product preservation

PACKAGING LEGISLATION

Ukraine strengthens pet food packaging legislation

Ukraine moves towards EU standards with new draft law on packaging

New law sets stricter safety standards for food packaging in Ukraine

RECYCLING AND THE ENVIRONMENT

Eco-friendly cartons drive dairy and plant-based dairy packaging sustainability in Ukraine

Pet food packaging embraces sustainability through EU-aligned materials and eco-friendly formats

Processed meat and seafood packaging shifts towards flexible and compostable solutions

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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-ukraine/report.