



Euromonitor
International

Meals and Soups Packaging in Australia

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Fast-moving lifestyles drive growth for meals and soups packaging
Ready meals and soups show different packaging trends, with ready meals packaging more dynamic
Nestlé’s Maggi pioneers innovation to fight virgin plastic use and emissions in Australia

PROSPECTS AND OPPORTUNITIES

Packaging set to see steady growth as convenience and sustainability drive demand
Steady growth forecast for packaging, driven by convenience and sustainability

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Sustainability as the driving force in Australian food packaging innovation
Non-alcoholic drinks packaging embraces recyclability and innovation
Aluminium packaging gaining share in alcoholic drinks in Australia
Eco-friendly and refillable packaging leads beauty innovation
Flexible, refillable and compact are the new home care packaging standards
Sustainable and convenient packaging trends in pet food

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ACCC drives major soft plastics regulatory reset in Australia

RECYCLING AND THE ENVIRONMENT

Australia expands recycling capacity through the RMF
Australia’s new kerbside recycling standard
From food waste to compost: Australia’s circular recycling push
Table 1 - Overview of Packaging Recycling and Recovery in Australia: 2022/2023 and Targets for 2024

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-packaging-in-australia/report.