



# Meals and Soups Packaging in Australia

August 2025

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## Meals and Soups Packaging in Australia - Category analysis

### 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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#### Meals and Soups Packaging in Australia - Company Profiles

#### Packaging Industry in Australia - Industry Overview

### 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

### PACKAGING LEGISLATION

Australia's push for stronger packaging laws and recycled plastics

Stronger packaging standards introduced in Australia

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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