

Soft Drinks Packaging in India

Market Direction | 2024-04-22 | 10 pages | Euromonitor

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Report description:

The PET bottle is the leading pack type for soft drinks in India and was seeing strong growth at the end of the review period, which is expected to continue over the forecast period. This growth can be attributed to various reasons, firstly, this material offers excellent durability and resilience, ensuring the safe transportation and storage of beverages in diverse conditions. Secondly, PET bottles provide superior barrier properties, effectively preserving the freshness and flavour of soft dri...

Euromonitor International's Soft Drinks Packaging in India report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Soft Drinks Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SOFT DRINKS PACKAGING IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

PET bottles remain the leading pack type in Indian soft drinks

Growing emphasis by brand owners on rPET bottles across soft drinks packaging

Metal beverage cans record very strong growth in soft drinks in 2023

PROSPECTS AND OPPORTUNITIES

Brand owners expected to continue launching rPET bottles to support circular economy initiatives

Smaller packaging is growing popular across soft drinks among Indian consumers

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