

## **Europe Soft Drinks Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The Europe Soft Drinks Packaging Market is expected to register a CAGR of 4.8% during the forecast period.

#### Key Highlights

- The growth of soft drinks in Europe will remain tied to GDP growth and increasing consumer purchasing power. RTD teas and bottled waters will be key opportunity areas as soft drinks consumption in Latin America have been the global bright spot for soft drinks brand owners and bottlers over the recent review period.
- Although Carbonated Soft Drinks (CSD) consumption is high in European regions, consumer-led health and wellness trends could take their toll on continued growth. Stevia and alternative sweeteners offer a natural way for consumers to enjoy indulgent soft drinks, with RTD tea a possible alternative.
- Soft drinks are the second most-consumed drink after water, with plastic being the most used material for soft drinks packaging. The increasing population and rising disposable income have led to the increasing demand for soft drinks products across the world. Packaging plays an important role in the soft drinks market.
- Efficient packaging solutions offer benefits like ease of use, disposability, and enhanced user experience. These benefits have led to the growth in demand for packaging solutions for the soft drinks segment. The other trend that is augmenting the demand is the new and innovative products, which helps manufacturers enhance their brand visibility while offering product differentiation.
- A new Kearney study finds that soft drink consumption in Europe is expected to return to pre-COVID levels despite declining consumption due to restrictions. However, consumer preferences vary from country to country. For example, per capita consumption in Germany may decline slightly, while consumers in the UK are likely to consume more soft drinks in the future.

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## Europe Soft Drinks Packaging Market Trends

### Plastic is Expected to Hold the Largest Market Share

- Plastics are a more efficient material for soft drinks packaging than other alternatives because plastics are energy efficient to manufacture, and they are also lighter than alternative materials.
- For instance, just two pounds of plastic can deliver 10 gallons of Liquid, i.e., milk, whereas three pounds of aluminum, eight pounds of steel, or over 40 pounds of glass are needed to deliver the same amount of Liquid.
- In the soft drinks segment, the busy life of working people has led to the launch of single-serve plastic sachets by various brands. Thus, this increases the importance of ready-to-consume drinks and further boosts market growth.
- HDPE is the most widely used type of plastic packaging material. It is used to make many types of bottles and containers. Unpigmented bottles are translucent and sturdy, have good barrier properties, and are well suited for packaging products with a shorter shelf life, such as Juices, Energy Drinks.
- With the expanding soft drinks market, it is evident that nutritional product demand, such as Juices, Energy drinks, sports drinks, is increasing, and it is directly driving the soft drinks packaging market. It is also durable, and people can carry them without hassle. Moreover, plastics are airtight, so the chances of leakage and getting stale is unlikely.

### United Kingdom to Hold the Largest Market Share

- The United Kingdom is to gain significant market and momentum due to the increase in population and demand for premium drinks. Moreover, high competitive rivalry and easy availability are supporting the growth of the market.
- For the last few years, the Carbonated drinks segment has dominated the United Kingdom soft drinks market. The shrinking base population of age 25 years is likely to affect the sales in the country negatively. The key market players are continuously innovating products to maintain profit and a competitive edge.
- For instance, PepsiCo introduces Stubborn Soda, which contains sweeteners like sugar cane and stevia, and it is available in different flavors such as lemon, orange, etc. The growing demand for clean-label, gluten-free, low-calorie, and low-carb products has led to the elevation of the low-calorie RTD carbonated beverages market in the soft drinks industry of Europe.
- The social class differences like the ones between the upper-middle class, middle class, and the rural population consumption patterns are driving the demand for packaging solutions. The demand for packaging solutions for different soft drinks like Carbonated Drinks, Juices, Energy Drinks, Alcoholic Drinks, RTD Beverages, Sports Drinks, Bottles, Water, and others will continue to witness growth in the near future. The robust retail market and improving economic activity will drive the Europe Soft Drinks Packaging Market.
- In the United Kingdom, plastic is the conventional method for packaging soft drinks, fruit juices, and water. The advantage of plastic packaging is that it is chemically inert and will not affect the quality, odor, or taste of the product. It is strong, rigid, and 100% recyclable.

### Europe Soft Drinks Packaging Industry Overview

The Soft Drinks Packaging market is highly fragmented, owing to the presence of many domestic and international players. The market is fragmented, with the players competing in terms of price, product design, product innovation, etc. Some of the major players in the market are Amcor Ltd, Sealed Air Corporation, Tetra Pak International, Graham Packaging Company, Crown Holdings Incorporated, among others.

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- July 2021 - Sealed Air Corporation has dedicated more than \$30 million in capital to expand global production capacity and invest in new equipment systems to meet the accelerating demand for Automated Packaging Systems brand solutions. The investment is for capacity expansion, "touchless" automation, and proprietary digital printing technologies primarily in facilities in Streetsboro and Bedford Heights, Ohio, and Keyser, West Virginia, and will be completed in 2021. The company will also expand capacity and install new equipment at APS sites in Malvern, UK; Cavite, Philippines; and Qingpu, China.
- November 2021 - Amcor has announced that it will launch Impressions technology that's developed in partnership with MGJ that uses CYNK color printing technology enabling brands to customize closure liners. The Impressions technology is compatible with Saranex and tin liners, as well as Amcor's STELVIN closures for wine and STELCAP aluminum closures for spirits.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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