



Soft Drinks Packaging in Canada

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-focused carbonates boost packaging volumes for soft drinks in Canada

Canada aims to achieve 50% recycled content in packaging formats by 2030

Leading brands launch a range of packaging innovations in response to demands for sustainability and premium products

PROSPECTS AND OPPORTUNITIES

Convenience-driven formats and eye-catching designs expected to shape soft drinks packaging over the forecast period

Larger pack sizes including 1,500ml expected to gain traction due to greater value proposition

Soft Drinks Packaging in Canada - Company Profiles

Packaging Industry in Canada - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Plastic dominates food packaging, but sustainable alternatives are on the rise

Innovation and premium design revolutionise beverage packaging

Metal cans dominate while the bag-in-box format gains traction in alcoholic drinks

Cartons lead sustainable beauty as brands embrace premium finishes and recyclability

Refills and concentrates alternatives power the future of home care

Large packs maximise value in pet food, while small formats unlock entry for new brands

PACKAGING LEGISLATION

Canada advances towards zero plastic waste through national targets, refill models and investment in circular packaging systems

RECYCLING AND THE ENVIRONMENT

Extended producer responsibility enables circular packaging by funding collection and recovery

Clear labelling standards transform packaging transparency by banning misleading claims

Table 1 - Overview of Packaging Recycling and Recovery in Canada: 2022/2023 and Targets for 2024

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