



**Euromonitor
International**

Soft Drinks Packaging in the United Kingdom

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Soft drinks packaging witnesses a slight decline in the UK in 2024 due to continued consumer caution
UK soft drinks players accelerate use of recycled PET in soft drinks packaging
UK soft drinks packaging sees innovation in terms of sustainable materials in 2024

PROSPECTS AND OPPORTUNITIES

UK soft drinks packaging expected to grow due to the increasing demand for convenient and sustainable packaging solutions
UK soft drinks packaging expected to evolve with advancements in PET recycling, supply and demand dynamics, and changing consumer preferences

Soft Drinks Packaging in the United Kingdom - Company Profiles

Packaging Industry in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Changing consumer behaviour and economic pressures drive the shift towards convenience-focused and flexible packaging formats
Rising sustainability expectations and inflationary pressures reshape food packaging formats
Regulatory targets and brand carbon goals accelerate the shift to rPET and low-impact non-alcoholic formats
Premiumisation demands and carbon-reduction goals drive material diversification in alcoholic drinks
Circular beauty expectations and retailer action accelerate refill and bio-based packaging adoption
Demand for value and waste reduction drives adoption of concentrates and refill ecosystems in home care
Consumer demand for sustainability and functionality drives new flexible and smart packaging formats in pet food

PACKAGING LEGISLATION

Rising regulatory costs are accelerating packaging redesign
Deposit incentives are reshaping beverage packaging choices
Government-funded waste systems are driving infrastructure upgrades, recycling targets and local-authority integration

RECYCLING AND THE ENVIRONMENT

Regulatory pressure and consumer demand driving strategic recycling partnerships
Patent-free biopolymers and seaweed coating emerge as compostable packaging solutions
EPR obligations and traceability requirements reinforce adoption of smart packaging technologies
Table 1 - Overview of Packaging Recycling and Recovery in the United Kingdom: 2022/2023 and Targets for 2024

DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-packaging-in-the-united-kingdom/report.