



Soft Drinks Packaging in Mexico

June 2025

[Table of Contents](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

PET bottles leads soft drinks packaging due to convenience and versatility
Development of PET recycling rates and recycled content in Mexico
Expansion of refillable systems and carbon-neutral plastics propel sustainable packaging efforts

PROSPECTS AND OPPORTUNITIES

Soft drinks packaging to grow steadily amidst shifts towards health, convenience, and sustainability
Expansion in PET recycling expected in Mexico as investment and collection infrastructure improve

Soft Drinks Packaging in Mexico - Company Profiles

Packaging Industry in Mexico - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Food packaging shifts towards paper and reduced sizes to meet environmental and economic demands
Non-alcoholic drinks packaging balances plastic dominance with growing eco-friendly solutions
Alcoholic drinks packaging shifts to meet sustainability goals
Beauty and personal care brands adopting refill and reuse models to cut single-use plastics
Refill systems and recycled materials becoming standard in home care packaging
Pet food packaging moves towards sustainable and practical solutions

PACKAGING LEGISLATION

Mexico tightens packaging regulations to promote circularity and reduce the use of plastics
Plastics Pact promotes innovation and shared responsibility for sustainable packaging

RECYCLING AND THE ENVIRONMENT

Plastics agreement seeks to reduce waste and boost recyclability in packaging by 2030

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.