



Euromonitor
International

Soft Drinks Packaging in Australia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rise in Australia's soft drinks packaging influenced by solid growth of metal beverage cans

National Plastics Plan aims to achieve 50% recycled content across all packaging

Launch of products in FSC-certified paperboard and plant-based plastics demonstrates broader shift towards environmentally responsible packaging

PROSPECTS AND OPPORTUNITIES

Future growth of soft drinks packaging supported by consumer shift towards convenient packaging options

Australia aims to achieve 80% resource recovery rates by 2030

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- **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.

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