



**Euromonitor  
International**

# Alcoholic Drinks Packaging in South Korea

September 2024

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## Alcoholic Drinks Packaging in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Metal beverage cans continues to dominate alcoholic drinks packaging, due to the consumer preference for beer  
PET bottles witnesses growth as a pack type for beer in larger pack sizes, owing to practicality considerations  
Folding cartons gains popularity as secondary packaging for whiskies, along with an increased focus on branding

#### PROSPECTS AND OPPORTUNITIES

Brick liquid cartons expected to gain popularity as a pack type for spirits in smaller sizes, due to changing consumer preferences  
HDPE bottles expected to emerge as a popular pack type for affordable rice wine, as this is a cost-effective pack type

## Alcoholic Drinks Packaging in South Korea - Company Profiles

## Packaging Industry in South Korea - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic is the preferred pack type in meals and soups packaging due to its cost-effectiveness and convenience  
Rigid plastic maintains its dominance in overall soft drinks packaging  
PET bottles grow as a pack type for beer in larger pack sizes, owing to practicality considerations  
Small pack sizes continue to dominate beauty and personal care due to consumer preferences  
HDPE bottles remain the most popular pack type for laundry care products in South Korea for their versatility and protective properties

### PACKAGING LEGISLATION

Registration for recycled packaging claims made mandatory for food and beverage manufacturers

### RECYCLING AND THE ENVIRONMENT

Seoul Dairy Cooperative shifts to pressure-sensitive labels to increase the recyclability of its PET bottles

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/alcoholic-drinks-packaging-in-south-korea/report](https://www.euromonitor.com/alcoholic-drinks-packaging-in-south-korea/report).