



Euromonitor  
International

# Soft Drinks Packaging in Indonesia

April 2024

Table of Contents

## Soft Drinks Packaging in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rigid plastic maintains its dominance in overall soft drinks packaging  
Healthier drinks in demand as consumers become increasingly health conscious  
Coca-Cola runs its "Recycle Me" recycling drive for a third time in Indonesia

#### PROSPECTS AND OPPORTUNITIES

Small pack sizes in demand due to economic conditions  
Government supports the drive towards healthier drinks

## Soft Drinks Packaging in Indonesia - Company Profiles

## Packaging Industry in Indonesia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
Launch of new yoghurt sticks in flexible aluminium packaging to meet on-the-go snacking demand  
Coca-Cola promotes PET recycling to support Indonesia's circular economy goals with "Recycle Me" campaign  
Stout and spirits preferred in glass bottles for quality, sharing and premiumisation  
Other plastic jars the main pack type in styling agents due to their practicality and durability  
Plastic pouches dominate floor cleaner packaging owing to their affordability and convenience

### PACKAGING LEGISLATION

Government supports the drive towards healthier drinks  
Beverage brands promote recycled packaging for sustainability  
Home care industry embracing eco-friendly packaging innovations

### RECYCLING AND THE ENVIRONMENT

Metal beverage cans expected to grow, owing to concerns over sustainability  
Larger HDPE bottles saw growth in hair care as consumer awareness rose  
Metal beverage cans gaining share in milk packaging as brands launch new flavours  
**Table 1** - Overview of Packaging Recycling and Recovery in Indonesia: 2021/2022 and Targets for 2023

## 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.

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