



# Soft Drinks Packaging in the US

June 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Soft drinks packaging witnesses stasis in 2024, as consumer demand is limited by cost pressures

Usage of recycled PET witnesses substantial growth, driven by voluntary brand commitments

Innovation in US soft drinks packaging focuses on smart technology, sustainability, and refillable solutions

#### PROSPECTS AND OPPORTUNITIES

Soft drinks packaging in the US forecast to grow, driven by premiumisation, sustainability, and e-commerce

Sustainability-driven growth projected to reshape US soft drinks packaging

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