



# Packaging Industry in South Korea

November 2024

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### 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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