



**Euromonitor
International**

Packaging Industry in the Philippines

November 2024

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EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

HDPE bottles preferred in chilli sauces packaging due to their durability

PET bottles lead soft drinks and flexible aluminium/plastic hot drinks in the Philippines

Increasing packaging unit volumes for folding cartons due to premium presentations in whiskies

Squeezable plastic tubes growing in the packaging of conditioners and treatments

Metal tins the favoured format for car air fresheners for their stackability and functionality

PACKAGING LEGISLATION

Philippines FDA issues guidelines on voluntary certification of packaging for prepackaged food

The Philippines moves to regulate single-use plastics with new bill

RECYCLING AND THE ENVIRONMENT

Focus on recycling to reduce virgin plastic in the environment

The Philippines amends EPR Act to combat plastic waste

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