



Dairy Packaging in South Korea

June 2024

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Dairy Packaging in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Packaging innovation limited in yoghurt, but new format emerges for premium brands

Vinamilk Green Farm and Seoul Milk introduce eco-friendly packaging ?

Flexible plastic is the main pack type for cheese packaging in 2023

PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers poised for growth due to durability and protection

Increase in on-the-go consumption expected to aid the growth of smaller pack sizes

Dairy 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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