



Sweet Spreads Packaging in South Korea

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars is the most used pack type due to superior preservation and premium image
PET bottles dominates honey in 2023 due to the light weight and durability of this pack type
500g pack size sees increasing demand due to its affordability

PROSPECTS AND OPPORTUNITIES

PET jars poised for growth, as this pack type is affordable and sustainable
120g pack size forecast to grow due to shifting consumer preferences

Sweet Spreads 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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