



Euromonitor  
International

# Plastic Circularity for Beverages in Asia Pacific

October 2024

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## EXECUTIVE SUMMARY

Why read this report?

Key findings

## OVERVIEW OF PLASTIC PACKAGING AND SUSTAINABILITY

PET bottles are the most used packaging type, and are becoming more sustainable

Energy drinks set to see fastest growth in PET bottles over the forecast period

Asia Pacific seen as a dumping ground for global plastic waste

Recycling ecosystems vary in Asia Pacific, with PET bottles being widely recycled

Informal workers in China and India remain important to enhance plastic circularity

## CONSUMER AND REGULATORY INFLUENCES

Consumers are environmentally conscious, but high price points hinder consumption

Consumers are being price sensitive amidst high cost of living

Increasing regulations put pressure on plastic circularity in Asia Pacific

Case study: China's government steps up efforts to reduce plastic pollution

Extended Producer Responsibility(EPR) set to gain traction in emerging Asia Pacific markets

Overview of EPR policy statuses in selected markets in Asia Pacific

Deposit return schemes an opportunity for markets in Asia to enhance plastic circularity

Collaboration amongst multiple stakeholders remains important for EPR's success

## COMPANY STRATEGIES

The cost implications of environmental inaction on companies is high

In response, companies prioritise their corporate commitment towards sustainability goals

Recycled PET most prevalent among bottled water sustainability claims

Significant growth of coffee with "from recycled materials" claims in South Korea

Regional consumer goods players in Asia target packaging circularity and net-zero

Coca-Cola actively remains a leading force in promoting sustainability in Asia Pacific

Other major global companies also take pride in pushing for packaging sustainability

Local companies have strengthened their efforts in sustainability

Japanese companies adopts innovative solutions towards sustainability

Manage internal levers and costs to ensure effectiveness of sustainability initiatives

## CONCLUSION

Recommendations for plastic circularity

Evolution of sustainability in beverage products in Asia Pacific

Questions we are asking

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/plastic-circularity-for-beverages-in-asia-pacific/report](http://www.euromonitor.com/plastic-circularity-for-beverages-in-asia-pacific/report).