

# Soft Drinks Packaging in India

April 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

PET bottles remain the leading pack type in Indian soft drinks

Growing emphasis by brand owners on rPET bottles across soft drinks packaging

Metal beverage cans record very strong growth in soft drinks in 2023

#### PROSPECTS AND OPPORTUNITIES

Brand owners expected to continue launching rPET bottles to support circular economy initiatives

Smaller packaging is growing popular across soft drinks among Indian consumers

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