

# Alcoholic Drinks Packaging in South Africa

September 2023

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## Alcoholic Drinks Packaging in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Alcohol drinks packaging unit volumes continue to see strong growth in 2022  
Mijenta introduces sustainable tequila packaging with locally sourced stock glass  
Johnnie Walker introduces sustainable packaging with its paper-based bottle?

#### PROSPECTS AND OPPORTUNITIES

Glass bottles will continue to dominate, but metal beverage cans will gain share  
Sustainability expected to grow in importance

## Alcoholic Drinks Packaging in South Africa - Company Profiles

## Packaging Industry in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
Glass jars popular in packaged food as they help preserve product quality  
Consumers prefer smaller pack sizes as they are convenient to use  
Environmental concerns are driving the demand for sustainable packaging  
Numerous brands use folding cartons as they help in branding  
Consumers prefer plastic pouches for home care products as they are lightweight

### PACKAGING LEGISLATION

New regulation regarding plastics is set to impact the packaging industry

### RECYCLING AND THE ENVIRONMENT

Brand owners focusing on eco-friendly packaging to implement a circular economy  
Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2020/2021 and Targets for 2022

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