

# Packaging Industry in Colombia

February 2024

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### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible plastic is the most popular pack type in food packaging

Popularity of lightweight packaging to cater to increasing on-the-go consumption

Brick liquid cartons gaining share in alcoholic drinks

Refill packs popular in beauty and personal care as they are seen as being sustainable

HDPE bottles dominate the home care industry thanks to their durability

### PACKAGING LEGISLATION

Government announces National Plan for Sustainable Single-Use Plastics Management

### RECYCLING AND THE ENVIRONMENT

Colombian coffee brands undertake initiatives to become more sustainable

Nativa partners with meteorologists to transform bottles into rain gauges

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