

Dairy Packaging in India

September 2023

Table of Contents

Dairy Packaging in India - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

COVID-19 provides a boost to formal milk sales in India
Holographic packaging introduced in ghee to make it stand out on store shelves
Flexible plastic losing share to brick liquid cartons

PROSPECTS AND OPPORTUNITIES

Smaller pack sizes to see dynamic growth in dairy
Brick liquid cartons and PET bottles expected to continue gaining share in yoghurt

Dairy Packaging in India - Company Profiles

Packaging Industry in India - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Dominant pack types losing share to alternatives that enjoy consumers' preference
Flexible packaging preferred in hot drinks for its convenience
Glass bottles dominate alcoholic drinks due to their association with premium quality
Customer-centric packaging prevails in beauty and personal care
Home care driving sustainability through refill packs

PACKAGING LEGISLATION

India implements stringent plastic waste regulations

RECYCLING AND THE ENVIRONMENT

Leading fmcg companies' initiatives to drive sustainability
Beverage companies reworking packaging to make it more sustainable
Table 1 - Overview of Packaging Recycling and Recovery in India: 2020/2021 and Targets for 2022

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