

Soft Drinks Packaging

Retail/off-trade

Datum: 5.8.2025

Global sales Soft Drinks Packaging, with subcategories in million units sorted by 2029

Pack Type	2019	2024	2025	2029	Period Growth 2024-2029 in %
Total Packaging	821.438	920.418	948.622	1.069.249	16,2
Flexible Packaging	22.204	20.965	20.685	20.087	-4,2
Glass	56.717	61.594	63.458	70.851	15,0
Liquid Cartons	49.469	49.414	50.958	58.343	18,1
Metal	162.061	185.774	191.120	213.774	15,1
Paper-based Containers	1.540	1.702	1.763	1.933	13,6
Rigid Plastic	529.441	600.958	620.623	704.243	17,2
Other Packaging	8	12	13	18	43,4

Source: Euromonitor International 2025, VDMA

Global sales Soft Drinks Packaging, by regions, in million units sorted by 2029

	2019	2024	2025	2029	Period Growth 2024-2029 in %
World	821.438	920.418	948.622	1.069.249	16,2
Asia Pacific	336.339	383.377	400.882	471.789	23,1
North America	178.974	193.325	193.414	200.347	3,6
Western Europe	116.528	126.534	129.084	137.914	9,0
Latin America	89.030	104.188	106.825	117.625	12,9
Middle East and Africa	51.253	57.335	60.564	75.936	32,4
Eastern Europe	42.836	48.361	50.383	57.561	19,0
Australasia	6.480	7.299	7.469	8.077	10,7

Source: Euromonitor International 2025, VDMA

Top 30 markets for Soft Drinks Packaging, in million units, sorted by 2029

	Country	2019	2024	2025	2029	Period Growth 2024-2029 in %
1	China	147.354	179.685	189.666	222.495	23,8
2	USA	166.820	180.849	180.787	186.903	3,3
3	India	25.420	37.539	42.366	67.286	79,2
4	Indonesia	49.449	46.677	47.109	47.914	2,7
5	Japan	50.926	46.962	46.356	45.728	-2,6
6	Brazil	31.628	38.035	38.994	42.398	11,5
7	Mexico	30.926	35.386	36.430	40.832	15,4
8	Egypt	17.306	19.898	21.713	31.526	58,4
9	Russia	18.374	23.340	24.544	28.319	21,3
10	Germany	25.033	25.443	25.571	26.598	4,5
11	Philippines	16.085	17.908	18.887	22.771	27,2
12	Saudi Arabia	19.169	19.704	20.306	22.594	14,7
13	Turkey	11.649	17.021	18.228	21.941	28,9
14	Thailand	16.463	17.102	17.712	20.351	19,0
15	South Korea	10.741	15.483	16.032	19.419	25,4
16	United Kingdom	15.412	15.972	16.265	17.486	9,5
17	France	15.513	15.935	16.091	16.457	3,3
18	Italy	14.494	14.624	14.711	14.656	0,2
19	Spain	12.840	13.134	13.418	14.317	9,0
20	Vietnam	9.025	10.698	11.233	13.473	25,9
21	Canada	12.154	12.476	12.626	13.444	7,8
22	Colombia	9.241	11.660	11.879	12.999	11,5
23	South Africa	7.688	9.766	10.273	12.207	25,0
24	Poland	8.858	9.303	9.733	11.475	23,4
25	Argentina	9.419	9.300	9.580	10.664	14,7
26	Australia	5.863	6.486	6.651	7.229	11,5
27	Chile	4.412	5.908	6.013	6.495	9,9
28	Taiwan	4.293	4.665	4.762	5.090	9,1
29	United Arab Emirates	3.002	3.496	3.673	4.476	28,0
30	Malaysia	3.974	4.037	4.103	4.430	9,7

Source: Euromonitor International 2025, VDMA

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