

Alcoholic Drinks Packaging in South Korea

September 2023

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Alcoholic Drinks Packaging in South Korea - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness trends boost the popularity of low-sugar drinks
Players removing secondary packaging due to sustainability concerns
Brands reformulating glass bottle packaging to boost eco credentials

PROSPECTS AND OPPORTUNITIES

Metal beverage can shortage affecting this pack type's volume sales
Government action helping promote "greener" packaging types

Alcoholic Drinks Packaging in South Korea - Company Profiles

Packaging Industry in South Korea - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Plastic pouches gaining traction in food packaging
Home café trend boosts demand for fresh coffee
Brands transform glass packaging for enhanced environmental sustainability
Amorepacific's eco-friendly solution paves the way for sustainability
HDPE bottles popular for multi-purpose cleaner packaging

PACKAGING LEGISLATION

Green packaging initiatives shaping the alcoholic drinks industry

RECYCLING AND THE ENVIRONMENT

LG Household & Health Care partners with Hyundai Chemical and Lotte Chemical on eco-friendly packaging
Beauty and personal care taking the sustainability road
Table 1 - Overview of Packaging Recycling and Recovery in South Korea: 2020/2021 and Targets for 2022

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