

# Soft Drinks Packaging in Mexico

April 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

PET bottles dominate the soft drinks industry

Demand for liquid cartons increases as on-the-go drinks become more popular

Innovation in bottle packaging serves as a differentiator in the category

### PROSPECTS AND OPPORTUNITIES

Brands incorporating cardboard into their packaging to meet sustainability targets

Metal beverage cans to gain share over the forecast period

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