

# Soft Drinks Packaging in Australia

April 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Metal beverage cans gaining popularity in RTD coffee due to their durability

Mandatory reform of packaging design regulation to be implemented in Australia

Coca-Cola launches new packaging to reduce reliance on fossil fuels

### PROSPECTS AND OPPORTUNITIES

Glass bottles to gain share thanks to luxurious appeal; aluminium/plastic pouches popular in sports drinks

Metal bottles appearing in still bottled water

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