



Euromonitor
International

Soft Drinks Packaging in South Africa

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Volumes rebound strongly as PET tightens its grip and mandatory EPR reframes recyclability as a cost lever

INDUSTRY PERFORMANCE

Rigid plastic holds its lead as total soft drinks packaging volumes climb in 2025

PET and cans set the pace as glass lags and brands redesign packs for recovery

Mandatory packaging EPR and the sugar levy reshape materials and pack formats

WHAT'S NEXT?

Soft drinks packaging volumes set to rise to 12.4 billion units by 2029, led by rigid plastic and cans

Strategic priorities: recyclable PET and cans as glass declines and EPR rewards single-material design

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-packaging-in-south-africa/report.