Euromonitor International

Plastic Circularity for Beverages in Asia Pacific

October 2024

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EXECUTIVE SUMMARY

Why read this report?
Key findings

OVERVIEW OF PLASTIC PACKAGING AND SUSTAINABILITY

PET bottles are the most used packaging type, and are becoming more sustainable
Energy drinks set to see fastest growth in PET bottles over the forecast period
Asia Pacific seen as a dumping ground for global plastic waste
Recycling ecosystems vary in Asia Pacific, with PET bottles being widely recycled
Informal workers in China and India remain important to enhance plastic circularity

CONSUMER AND REGULATORY INFLUENCES

Consumers are environmentally conscious, but high price points hinder consumption
Consumers are being price sensitive amidst high cost of living
Increasing regulations put pressure on plastic circularity in Asia Pacific
Case study: China's government steps up efforts to reduce plastic pollution
Extended Producer Responsibility(EPR) set to gain traction in emerging Asia Pacific markets
Overview of EPR policy statuses in selected markets in Asia Pacific
Deposit return schemes an opportunity for markets in Asia to enhance plastic circularity
Collaboration amongst multiple stakeholders remains important for EPR's success

COMPANY STRATEGIES

The cost implications of environmental inaction on companies is high
In response, companies prioritise their corporate commitment towards sustainability goals
Recycled PET most prevalent among bottled water sustainability claims
Significant growth of coffee with "from recycled materials" claims in South Korea
Regional consumer goods players in Asia target packaging circularity and net-zero
Coca-Cola actively remains a leading force in promoting sustainability in Asia Pacific
Other major global companies also take pride in pushing for packaging sustainability
Local companies have strengthened their efforts in sustainability
Japanese companies adopts innovative solutions towards sustainability
Manage internal levers and costs to ensure effectiveness of sustainability initiatives

CONCLUSION

Recommendations for plastic circularity
Evolution of sustainability in beverage products in Asia Pacific
Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/plastic-circularity-for-beverages-in-asia-pacific/report.