



# Soft Drinks Packaging in the United Kingdom

February 2022

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## Soft Drinks Packaging in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Major rebound seen in soft drinks packaging volumes in the foodservice channel in 2021

Metal beverage cans' overall performance worsens in 2021, after sales spike in 2020

Lucozade launches bigger pack sizes for take-home market

#### PROSPECTS AND OPPORTUNITIES

Plastic Packaging Tax to be introduced from 1 April 2022

Smaller pack types should come back into favour in the post-pandemic period

## Soft Drinks Packaging in the United Kingdom - Company Profiles

## Packaging Industry in the United Kingdom - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2021: The big picture

2021 key trends

Environmentally-friendly packaging to grow with e-commerce sales in dairy packaging

Demand remains strong for thin wall plastic containers in processed meat and seafood in 2021

Rigid plastic gaining share in dog and cat food

Sustainable practices lead change in non-alcoholic beverage packaging

Metal beverage cans see dynamic growth in alcoholic beverages

Sustainable packaging dominates beauty and personal care

Glass gaining share in home care products

### PACKAGING LEGISLATION

Introduction of Plastic Packaging Tax

Ban on plastic straws

### RECYCLING AND THE ENVIRONMENT

Alcohol producers shifting to sustainable packaging

Mars Petcare shifting to recyclable packaging

Table 1 - Overview of Packaging Recycling and Recovery in the UK: 2019/2020 and Targets for 2021

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