

Packaging Industry in India

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Abstracts

Smaller pack sizes are growing in demand across categories such as soft drinks, alcoholic drinks and beauty and personal care. This is particularly due to the rising price consciousness among consumers. In addition, smaller pack sizes offer the flexibility to try different flavours/scents at an affordable cost. For example, Diageo India launched 180ml bottles for its blended Scotch whisky portfolio, Amrut Distilleries launched “nip” bottles for its single malt whiskies, while Radico Khaitan laun...

Euromonitor International's Packaging in India report offers insight into key trends and developments in the industry. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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2021 key trends

Aseptic packaging gains traction in dairy and meat products

Single-use straws among the plastic items the government bans from July 2022

Metal beverage cans, an emerging pack type in alcoholic drinks

PET bottles see dynamic growth in bath and shower

HDPE bottles benefits from strong demand for surface care, dishwashing and laundry care

PACKAGING LEGISLATION

Amendments made to labelling requirements for sweeteners and edible oil, in line with the growing health consciousness trend

Due to rising sustainability concerns, amendment was issued allowing the use of products manufactured from recycled PET in food packaging

RECYCLING AND THE ENVIRONMENT

Government sets strict recycling targets for producers, importers and brand owners for managing plastic waste

Players respond to rising sustainability concerns with eco-friendly packaging and incentives

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

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