

Soft Drinks Packaging Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025-2034

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Abstracts

The Global Soft Drinks Packaging Market reached USD 87 billion in 2024 and is projected to grow at a CAGR of 3.4% from 2025 to 2034. This steady growth reflects the sector's dynamic response to shifting consumer preferences and regulatory pressures, particularly the heightened demand for sustainable packaging solutions. As awareness of environmental issues rises, brands and consumers alike are gravitating towards eco-friendly packaging alternatives, signaling a transformative shift in the industry. Among these alternatives, paper-based packaging is emerging as a frontrunner, offering a viable substitute for plastic due to its recyclability and reduced environmental footprint. With global initiatives aimed at minimizing waste gaining traction, the adoption of paper packaging is expected to play a pivotal role in the market's expansion over the next decade. Furthermore, technological advancements and innovative packaging designs are creating new opportunities for brands to enhance their market appeal while maintaining a commitment to sustainability.

The market is segmented by type of drink into carbonated soft drinks and non-carbonated soft drinks. The non-carbonated soft drinks segment is projected to generate USD 60 billion by 2034, driven by an increasing demand for healthier, more natural beverage options. Non-carbonated drinks, such as fruit juices, iced teas, bottled water, and sports drinks, are viewed as superior alternatives to carbonated soft drinks, which often contain high sugar content and artificial ingredients. This consumer shift towards natural and health-oriented beverages is reshaping the market landscape, further boosting the demand for innovative and sustainable packaging solutions.

By material, the market encompasses glass, metal, paper and paperboard, plastic, and other materials. The paper and paperboard segment is poised to grow at a robust

CAGR of 6% between 2025 and 2034, making it the fastest-growing category. The demand for sustainable options is accelerating the shift from single-use plastics to paper-based solutions, which are seen as biodegradable and more environmentally responsible. As global regulations tighten around plastic waste and environmental awareness intensifies, brands are increasingly opting for paper packaging to meet consumer expectations and regulatory standards.

In 2024, North America held a 35% share of the global soft drinks packaging market, with the United States spearheading regional growth. The US market is driven by rising consumer preferences for convenience and eco-friendly packaging. Ready-to-drink beverages continue to dominate the shelves, prompting manufacturers to invest in recyclable and minimalist packaging designs. Furthermore, stringent government policies and growing consumer consciousness about sustainability are compelling brands to adopt greener practices, ensuring continued growth and innovation in this segment.

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