

# Alcoholic Drinks Packaging in South Korea

September 2023

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## Alcoholic Drinks Packaging in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Health and wellness trends boost the popularity of low-sugar drinks  
Players removing secondary packaging due to sustainability concerns  
Brands reformulating glass bottle packaging to boost eco credentials

#### PROSPECTS AND OPPORTUNITIES

Metal beverage can shortage affecting this pack type's volume sales  
Government action helping promote "greener" packaging types

## Alcoholic Drinks Packaging in South Korea - Company Profiles

## Packaging Industry in South Korea - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
Plastic pouches gaining traction in food packaging  
Home café trend boosts demand for fresh coffee  
Brands transform glass packaging for enhanced environmental sustainability  
Amorepacific's eco-friendly solution paves the way for sustainability  
HDPE bottles popular for multi-purpose cleaner packaging

### PACKAGING LEGISLATION

Green packaging initiatives shaping the alcoholic drinks industry

### RECYCLING AND THE ENVIRONMENT

LG Household & Health Care partners with Hyundai Chemical and Lotte Chemical on eco-friendly packaging  
Beauty and personal care taking the sustainability road  
Table 1 - Overview of Packaging Recycling and Recovery in South Korea: 2020/2021 and Targets for 2022

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