

# Soft Drinks Packaging in the Philippines

April 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

PET bottles the leading pack type in soft drinks in the Philippines

Small pack sizes are in demand in the soft drinks industry

Focus on recycling to reduce virgin plastic in the environment

#### PROSPECTS AND OPPORTUNITIES

Premium RTD coffee products to benefit from consumers wanting an at-home barista experience

Industry players looking to improve their sustainability credentials

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