

Alcoholic Drinks Packaging in Indonesia

September 2023

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Alcoholic Drinks Packaging in Indonesia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Alcoholic drinks packaging unit volumes see growth as COVID-19 restrictions are lifted
Bintang packaging carries a “Best Served with Friends” label
Spirits seeing dynamic growth in the Indonesian market

PROSPECTS AND OPPORTUNITIES

Metal beverage cans expected to become as popular as glass bottles
Large pack sizes are expected to see stronger growth

Alcoholic Drinks Packaging in Indonesia - Company Profiles

Packaging Industry in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Indonesian parents prefer bick liquid cartons for baby food as they are resealable
Thin wall plastic containers are popular for RTD tea as they are convenient and cost-effective
Alcoholic drinks brands are incorporating slogans in their packaging
Increased demand for deodorants leads to rise in usage of metal aerosol cans
Biodegradable plastic packaging is gaining traction in the home care industry

PACKAGING LEGISLATION

The ban on plastic bag usage is likely to aid the usage of biodegradable packaging

RECYCLING AND THE ENVIRONMENT

Brands are increasingly adopting sustainable packaging to reduce their carbon footprint

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