

# Packaging Industry in South Africa

February 2024

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### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Glass jars popular in packaged food as they help preserve product quality

Consumers prefer smaller pack sizes as they are convenient to use

Environmental concerns are driving the demand for sustainable packaging

Numerous brands use folding cartons as they help in branding

Consumers prefer plastic pouches for home care products as they are lightweight

### PACKAGING LEGISLATION

New regulation regarding plastics is set to impact the packaging industry

### RECYCLING AND THE ENVIRONMENT

Brand owners focusing on eco-friendly packaging to implement a circular economy

Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2020/2021 and Targets for 2022

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