

# **Beverage Packaging Market by Packaging Material (Glass, Metal, Plastic and Paperboard), Beverage Type (Alcoholic Beverages and Non-Alcoholic Beverages), and Packaging Type (Bottle, Can, Cartons and Others): Global Opportunity Analysis and Industry Forecast, 2019-2026**

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## **Abstracts**

The global beverage packaging market size is expected to reach \$133.3 billion in 2026, from \$86.1 billion in 2018, growing at a CAGR of 5.6% from 2019 to 2026. The packaging of beverages is a complex process and the diversification of beverages such as alcoholic or non-alcoholic, requires different materials and containers. The beverage packaging can be manufactured using glass, metal, plastic, paperboard and their combinations to preserve the beverage before it reaches the customer. However, the analysis of the beverage type is necessary to determine the material of packaging, which in turn, enhances and preserves the quality of the beverage and assists in increasing its shelf life. The beverages are majorly classified as alcoholic and non-alcoholic, wherein the products are largely diversified according to their chemical constitutions.

The constant product developments enable the manufacturers to produce more convenient packaging, which provides ease of handling to the customers and also helps them manufacture light weight products. This attracts the customers and boosts the overall sales of the beverage, thereby, driving the market of beverage packaging. Moreover, the increased consumption of bottled water, owing to the declining standards of tap water for drinking, is propelling the market growth of beverage packaging industry as well. Furthermore, the rise in adoption of automation and internet of things (IoT) is fueling the market by enhancing the production processes thereby, growing the

beverage packaging market size. On the contrary, the implementation of plain packaging for alcoholic and sugary beverages is projected to restrain the beverage packaging market growth during the forecast period.

The global beverage packaging market is segmented on the basis of packaging material, beverage type, packaging type and region. By packaging material, it is divided into glass, metals, plastic and paperboard. The plastic segment is anticipated to dominate the global beverage packaging market in the future, owing to its growing adoption as an alternative to plastic. By beverage type, it is classified into alcoholic and non-alcoholic beverages. The non-alcoholic beverages segment is projected to dominate the global beverage packaging market during the forecast period. By packaging type, the market is classified into bottles, cans, cartons, and others. The others segment includes pouches and bag-in-box type of packaging. The bottles segment has the highest contribution to the total beverage packaging market share.

The global beverage packaging market is analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, Germany, France, Italy, Russia and rest of Europe), Asia-Pacific (China, India, Australia, Japan, and rest of Asia-Pacific), and LAMEA (Latin America, the Middle East, and Africa). Asia-Pacific is expected to hold the largest market share throughout the study period and LAMEA is expected to grow at the fastest rate, based on the beverage packaging market analysis.

## COMPETITION ANALYSIS

The key market players profiled in the report include Amcor plc, Ball Corporation, Crown Holdings, Inc, Mondi plc, Orora Limited, Reynolds Group Holdings Limited, SIG Combibloc Group AG, Smurfit Kappa Group plc, Stora Enso Oyj, and Tetra Laval International S.A.

Many competitors in the beverage packaging market adopted product launch as their key developmental strategy to expand their product portfolio of recyclable beverage packages. For instance, in July 2019, the company SIG launched SIGNATURE PACK 100 in France. The SIGNATURE PACK 100 is an aseptic carton that is aluminum free and is made with plant-based and 100% biodegradable polymers. Similarly, in August 2019, Amcor developed new range of polyethylene terephthalate (PET) bottles for the Age's Salzburg craft beer brand in Brazil. The new bottle provides 4 months shelf life and provides 100% recycling in the existing recycling techniques. The bottle features a glass-like look and has a metal crown, which makes it more attractive to the customers.

## KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging global beverage packaging market trends and dynamics.

In-depth analysis of the market is conducted by constructing market estimations for the key market segments between 2018 and 2026.

Extensive analysis of the market is conducted by following key product positioning and monitoring of the top competitors within the market framework.

A comprehensive analysis of all the regions is provided to determine the prevailing opportunities.

The global beverage packaging market forecast analysis from 2019 to 2026 is included in the report.

The key market players within the market are profiled in this report and their strategies are analyzed thoroughly, which help understand the competitive outlook of the industry.

## GLOBAL BEVERAGE PACKAGING MARKET SEGMENTS

### BY PACKAGING MATERIAL

Glass

Metal

Plastic

Paperboard

### BY BEVERAGE TYPE

Alcoholic Beverage

## Non-Alcoholic Beverage

### By PACKAGING TYPE

Bottles

Cans

Carton

Others

### BY REGION

North America

U.S.

Canada

Mexico

Europe

The UK

Germany

France

Italy

Russia

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## KEY PLAYERS

Amcor plc

Ball Corporation

Crown Holdings, Inc

Mondi plc

Orora Limited

Reynolds Group Holdings Limited

SIG Combibloc Group AG

Smurfit Kappa Group plc

Stora Enso Oyj

Tetra Laval International S.A.

## Contents

### CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Benefits For Stakeholders
- 1.3. Key Market Segments
- 1.4. Key Market Players
- 1.5. Research Methodology
  - 1.5.1. Primary Research
  - 1.5.2. Secondary Research
  - 1.5.3. Analyst Tools And Models

### CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Key Findings Of The Beverage Packaging Market:
- 2.2. Key Findings
  - 2.2.1. Top Impacting Factors
  - 2.2.2. Top Investment Pockets
- 2.3. Cxo Perspective

### CHAPTER 3: MARKET OVERVIEW

- 3.1. Market Definition And Scope
- 3.2. Key Forces Shaping Beverage Packaging Industry
- 3.3. Value Chain Analysis
- 3.4. Market Dynamics
  - 3.4.1. Drivers
    - 3.4.1.1. Growth In Demand For Convenience Packaging
    - 3.4.1.2. Increased Consumption Of Bottled Water
    - 3.4.1.3. Increased Adoption Of Automation In The Production Of Beverage Packaging
  - 3.4.2. Restraint
    - 3.4.2.1. Implementation Of Plain Packaging For Alcoholic And Sugary Drinks
  - 3.4.3. Opportunities
    - 3.4.3.1. Introduction Of Bio-Plastics For Beverage Packaging
    - 3.4.3.2. Utilization Of Recycled Plastic For Beverage Packaging

### CHAPTER 4: BEVERAGE PACKAGING MARKET, BY PACKAGING MATERIAL

*Beverage Packaging Market by Packaging Material (Glass, Metal, Plastic and Paperboard), Beverage Type (Alcohol...*

#### 4.1. Market Overview

##### 4.1.1. Market Size And Forecast, By Packaging Material

#### 4.2. Glass

##### 4.2.1. Key Market Trends, Growth Factors, And Opportunities

##### 4.2.2. Market Size And Forecast, By Region

##### 4.2.3. Market Analysis, By Country

#### 4.3. Metal

##### 4.3.1. Key Market Trends, Growth Factors, And Opportunities

##### 4.3.2. Market Size And Forecast, By Region

##### 4.3.3. Market Analysis, By Country

#### 4.4. Plastic

##### 4.4.1. Key Market Trends, Growth Factors, And Opportunities

##### 4.4.2. Market Size And Forecast, By Region

##### 4.4.3. Market Analysis, By Country

#### 4.5. Paperboard

##### 4.5.1. Key Market Trends, Growth Factors, And Opportunities

##### 4.5.2. Market Size And Forecast, By Region

##### 4.5.3. Market Analysis, By Country

### **CHAPTER 5: BEVERAGE PACKAGING MARKET, BY BEVERAGE TYPE**

#### 5.1. Market Overview

##### 5.1.1. Market Size And Forecast, By Beverage Type

#### 5.2. Alcoholic Beverages

##### 5.2.1. Key Market Trends, Growth Factors, And Opportunities

##### 5.2.2. Market Size And Forecast, By Region

##### 5.2.3. Market Analysis, By Country

#### 5.3. Non-Alcoholic Beverages

##### 5.3.1. Key Market Trends, Growth Factors, And Opportunities

##### 5.3.2. Market Size And Forecast, By Region

##### 5.3.3. Market Analysis, By Country

### **CHAPTER 6: BEVERAGE PACKAGING MARKET, BY PACKAGING TYPE**

#### 6.1. Market Overview

##### 6.1.1. Market Size And Forecast, By Packaging Type

#### 6.2. Bottles

##### 6.2.1. Key Market Trends, Growth Factors, And Opportunities



- 6.2.2. Market Size And Forecast, By Region
- 6.2.3. Market Analysis, By Country
- 6.3. Cans
  - 6.3.1. Key Market Trends, Growth Factors, And Opportunities
  - 6.3.2. Market Size And Forecast, By Region
  - 6.3.3. Market Analysis, By Country
- 6.4. Carton
  - 6.4.1. Key Market Trends, Growth Factors, And Opportunities
  - 6.4.2. Market Size And Forecast, By Region
  - 6.4.3. Market Analysis, By Country
- 6.5. Others
  - 6.5.1. Key Market Trends, Growth Factors, And Opportunities
  - 6.5.2. Market Size And Forecast, By Region
  - 6.5.3. Market Analysis, By Country

## **CHAPTER 7: BEVERAGE PACKAGING MARKET, BY REGION**

- 7.1. Market Overview
  - 7.1.1. Market Size And Forecast, By Region
- 7.2. North America
  - 7.2.1. Key Market Trends, Growth Factors, And Opportunities
  - 7.2.2. Market Size And Forecast, By Packaging Material
  - 7.2.3. Market Size And Forecast, By Beverage Type
  - 7.2.4. Market Size And Forecast, By Packaging Type
  - 7.2.5. Market Size And Forecast, By Country
    - 7.2.5.1. U.S.
      - 7.2.5.1.1. U.S. Market Size And Forecast, By Packaging Material
      - 7.2.5.1.2. U.S. Market Size And Forecast, By Beverage Type
      - 7.2.5.1.3. U.S. Market Size And Forecast, By Packaging Type
    - 7.2.5.2. Canada
      - 7.2.5.2.1. Canada Market Size And Forecast, By Packaging Material
      - 7.2.5.2.2. Canada Market Size And Forecast, By Beverage Type
      - 7.2.5.2.3. Canada Market Size And Forecast, By Packaging Type
    - 7.2.5.3. Mexico
      - 7.2.5.3.1. Mexico Market Size And Forecast, By Packaging Material
      - 7.2.5.3.2. Mexico Market Size And Forecast, By Beverage Type
      - 7.2.5.3.3. Mexico Market Size And Forecast, By Packaging Type
- 7.3. Europe
  - 7.3.1. Key Market Trends, Growth Factors, And Opportunities

- 7.3.2. Europe Market Size And Forecast, By Packaging Material
- 7.3.3. Europe Market Size And Forecast, By Beverage Type
- 7.3.4. Europe Market Size And Forecast, By Packaging Type
- 7.3.5. Europe Market Size And Forecast, By Country
  - 7.3.5.1. The Uk
    - 7.3.5.1.1. The Uk Market Size And Forecast, By Packaging Material
    - 7.3.5.1.2. The Uk Market Size And Forecast, By Beverage Type
    - 7.3.5.1.3. The Uk Market Size And Forecast, By Packaging Type
  - 7.3.5.2. Germany
    - 7.3.5.2.1. Germany Market Size And Forecast, By Packaging Material
    - 7.3.5.2.2. Germany Market Size And Forecast, By Beverage Type
    - 7.3.5.2.3. Germany Market Size And Forecast, By Packaging Type
  - 7.3.5.3. France
    - 7.3.5.3.1. France Market Size And Forecast, By Packaging Material
    - 7.3.5.3.2. France Market Size And Forecast, By Beverage Type
    - 7.3.5.3.3. France Market Size And Forecast, By Packaging Type
  - 7.3.5.4. Italy
    - 7.3.5.4.1. Italy Market Size And Forecast, By Packaging Material
    - 7.3.5.4.2. Italy Market Size And Forecast, By Beverage Type
    - 7.3.5.4.3. Italy Market Size And Forecast, By Packaging Type
  - 7.3.5.5. Russia
    - 7.3.5.5.1. Russia Market Size And Forecast, By Packaging Material
    - 7.3.5.5.2. Russia Market Size And Forecast, By Beverage Type
    - 7.3.5.5.3. Russia Market Size And Forecast, By Packaging Type
  - 7.3.5.6. Rest Of Europe
    - 7.3.5.6.1. Rest Of Europe Market Size And Forecast, By Packaging Material
    - 7.3.5.6.2. Rest Of Europe Market Size And Forecast, By Beverage Type
    - 7.3.5.6.3. Rest Of Europe Market Size And Forecast, By Packaging Type
- 7.4. Asia-Pacific
  - 7.4.1. Key Market Trends, Growth Factors, And Opportunities
  - 7.4.2. Asia-Pacific Market Size And Forecast, By Packaging Material
  - 7.4.3. Asia-Pacific Market Size And Forecast, By Beverage Type
  - 7.4.4. Asia-Pacific Market Size And Forecast, By Packaging Type
  - 7.4.5. Asia-Pacific Market Size And Forecast, By Country
    - 7.4.5.1. China
      - 7.4.5.1.1. China Market Size And Forecast, By Packaging Material
      - 7.4.5.1.2. China Market Size And Forecast, By Beverage Type
      - 7.4.5.1.3. China Market Size And Forecast, By Packaging Type
    - 7.4.5.2. India

- 7.4.5.2.1. India Market Size And Forecast, By Packaging Material
- 7.4.5.2.2. India Market Size And Forecast, By Beverage Type
- 7.4.5.2.3. India Market Size And Forecast, By Packaging Type
- 7.4.5.3. Japan
  - 7.4.5.3.1. Japan Market Size And Forecast, By Packaging Material
  - 7.4.5.3.2. Japan Market Size And Forecast, By Beverage Type
  - 7.4.5.3.3. Japan Market Size And Forecast, By Packaging Type
- 7.4.5.4. Australia
  - 7.4.5.4.1. Australia Market Size And Forecast, By Packaging Material
  - 7.4.5.4.2. Australia Market Size And Forecast, By Beverage Type
  - 7.4.5.4.3. Australia Market Size And Forecast, By Packaging Type
- 7.4.5.5. Rest Of Asia-Pacific
  - 7.4.5.5.1. Rest Of Asia-Pacific Market Size And Forecast, By Packaging Material
  - 7.4.5.5.2. Rest Of Asia-Pacific Market Size And Forecast, By Beverage Type
  - 7.4.5.5.3. Rest Of Asia-Pacific Market Size And Forecast, By Packaging Type
- 7.5. Lamea
  - 7.5.1. Key Market Trends, Growth Factors, And Opportunities
  - 7.5.2. Lamea Market Size And Forecast, By Packaging Material
  - 7.5.3. Lamea Market Size And Forecast, By Beverage Type
  - 7.5.4. Lamea Market Size And Forecast, By Packaging Type
  - 7.5.5. Lamea Market Size And Forecast, By Country
    - 7.5.5.1. Latin America
      - 7.5.5.1.1. Latin America Market Size And Forecast, By Packaging Material
      - 7.5.5.1.2. Latin America Market Size And Forecast, By Beverage Type
      - 7.5.5.1.3. Latin America Market Size And Forecast, By Packaging Type
    - 7.5.5.2. Middle East
      - 7.5.5.2.1. Middle East Market Size And Forecast, By Packaging Material
      - 7.5.5.2.2. Middle East Market Size And Forecast, By Beverage Type
      - 7.5.5.2.3. Middle East Market Size And Forecast, By Packaging Type
    - 7.5.5.3. Africa
      - 7.5.5.3.1. Africa Market Size And Forecast, By Packaging Material
      - 7.5.5.3.2. Africa Market Size And Forecast, By Beverage Type
      - 7.5.5.3.3. Africa Market Size And Forecast, By Packaging Type

## **CHAPTER 8: COMPETITIVE LANDSCAPE**

- 8.1. Introduction
  - 8.1.1. Market Player Positioning, 2018
- 8.2. Top Winning Strategies

- 8.2.1. Top Winning Strategies, By Year
- 8.2.2. Top Winning Strategies, By Development
- 8.2.3. Top Winning Strategies, By Company
- 8.3. Competitive Dashboard
- 8.4. Key Developments
  - 8.4.1. New Product Launches
  - 8.4.2. Acquisition
  - 8.4.3. Partnership

## **CHAPTER 9: COMPANY PROFILES**

- 9.1. Amcor Plc
  - 9.1.1. Company Overview
  - 9.1.2. Key Executives
  - 9.1.3. Company Snapshot
  - 9.1.4. Operating Business Segments
  - 9.1.5. Product Portfolio
  - 9.1.6. R&D Expenditure
  - 9.1.7. Business Performance
  - 9.1.8. Key Strategic Moves And Developments
- 9.2. Ball Corporation
  - 9.2.1. Company Overview
  - 9.2.2. Key Executives
  - 9.2.3. Company Snapshot
  - 9.2.4. Operating Business Segments
  - 9.2.5. Product Portfolio
  - 9.2.6. R&D Expenditure
  - 9.2.7. Business Performance
- 9.3. Crown Holdings, Inc.
  - 9.3.1. Company Overview
  - 9.3.2. Key Executives
  - 9.3.3. Company Snapshot
  - 9.3.4. Operating Business Segments
  - 9.3.5. Product Portfolio
  - 9.3.6. R&D Expenditure
  - 9.3.7. Business Performance
  - 9.3.8. Key Strategic Moves And Developments
- 9.4. Mondi Plc
  - 9.4.1. Company Overview

- 9.4.2. Key Executives
- 9.4.3. Company Snapshot
- 9.4.4. Operating Business Segments
- 9.4.5. Product Portfolio
- 9.4.6. R&D Expenditure
- 9.4.7. Business Performance
- 9.5. Orora Limited
  - 9.5.1. Company Overview
  - 9.5.2. Key Executives
  - 9.5.3. Company Snapshot
  - 9.5.4. Operating Business Segments
  - 9.5.5. Product Portfolio
  - 9.5.6. Business Performance
  - 9.5.7. Key Strategic Moves And Developments
- 9.6. Reynolds Group Holdings Limited
  - 9.6.1. Company Overview
  - 9.6.2. Key Executives
  - 9.6.3. Company Snapshot
  - 9.6.4. Operating Business Segments
  - 9.6.5. Product Portfolio
  - 9.6.6. Business Performance
  - 9.6.7. Key Strategic Moves And Developments
- 9.7. Sig Combibloc Group Ag
  - 9.7.1. Company Overview
  - 9.7.2. Key Executives
  - 9.7.3. Company Snapshot
  - 9.7.4. Operating Business Segments
  - 9.7.5. Product Portfolio
  - 9.7.6. R&D Expenditure
  - 9.7.7. Business Performance
  - 9.7.8. Key Strategic Moves And Developments
- 9.8. Smurfit Kappa Group Plc
  - 9.8.1. Company Overview
  - 9.8.2. Key Executives
  - 9.8.3. Company Snapshot
  - 9.8.4. Operating Business Segments
  - 9.8.5. Product Portfolio
  - 9.8.6. R&D Expenditure
  - 9.8.7. Business Performance

- 9.8.8. Key Strategic Moves And Developments
- 9.9. Stora Enso Oyj
  - 9.9.1. Company Overview
  - 9.9.2. Key Executives
  - 9.9.3. Company Snapshot
  - 9.9.4. Operating Business Segments
  - 9.9.5. Product Portfolio
  - 9.9.6. R&D Expenditure
  - 9.9.7. Business Performance
  - 9.9.8. Key Strategic Moves And Developments
- 9.10. Tetra Laval International S.A.
  - 9.10.1. Company Overview
  - 9.10.2. Key Executives
  - 9.10.3. Company Snapshot
  - 9.10.4. Operating Business Segments
  - 9.10.5. Product Portfolio
  - 9.10.6. Business Performance
  - 9.10.7. Key Strategic Moves And Developments

## List Of Tables

### LIST OF TABLES

Table 01. Beverage Packaging Market Revenue, By Packaging Material, 2018-2026 (\$Billion)

Table 02. Beverage Packaging Market Revenue For Glass, By Region, 2018-2026 (\$Billion)

Table 03. Beverage Packaging Market Revenue For Metal, By Region, 2018-2026 (\$Billion)

Table 04. Beverage Packaging Market Revenue For Plastic, By Region, 2018-2026 (\$Billion)

Table 05. Beverage Packaging Market Revenue For Paperboard, By Region, 2018-2026 (\$Billion)

Table 06. Beverage Packaging Market Revenue, By Beverage Type, 2018-2026 (\$Billion)

Table 07. Beverage Packaging Revenue For Alcoholic Beverages, By Region, 2018-2026 (\$Billion)

Table 08. Beverage Packaging Market Revenue, For Non-Alcoholic Beverages, By Region, 2018-2026 (\$Billion)

Table 09. Beverage Packaging Market Revenue, By Packaging Type, 2018-2026 (\$Billion)

Table 10. Beverage Packaging Market Revenue For Bottle, By Region, 2018-2026 (\$Billion)

Table 11. Beverage Packaging Market Revenue For Cans, By Region, 2018-2026 (\$Billion)

Table 12. Beverage Packaging Market Revenue For Carton, By Region, 2018-2026 (\$Billion)

Table 13. Beverage Packaging Market Revenue For Others, By Region, 2018-2026 (\$Billion)

Table 14. Beverage Packaging Market, By Region, 2018-2026 (\$Billion)

Table 15. North America Beverage Packaging Market, By Packaging Material, 2018-2026 (\$Billion)

Table 16. North America Beverage Packaging Market Revenue, By Beverage Type, 2018-2026 (\$Billion)

Table 17. North America Beverage Packaging Market, By Packaging Type, 2018-2026 (\$Billion)

Table 18. North America Beverage Packaging Market, By Country, 2018-2026 (\$Billion)

Table 19. U.S. Beverage Packaging Market, By Packaging Material, 2018-2026



(\$Billion)

Table 20. U.S. Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 21. U.S. Beverage Packaging Market, By Packaging Type, 2018-2026 (\$Billion)

Table 22. Canada Beverage Packaging Market, By Packaging Material, 2018-2026

(\$Billion)

Table 23. Canada Beverage Packaging Market, By Beverage Type, 2018-2026

(\$Billion)

Table 24. Canada Beverage Packaging Market, By Packaging Material, 2018-2026

(\$Billion)

Table 25. Mexico Beverage Packaging Market, By Packaging Material, 2018-2026

(\$Billion)

Table 26. Mexico Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 27. Mexico Beverage Packaging Market, By Packaging Type, 2018-2026

(\$Billion)

Table 28. Europe Beverage Packaging Market, By Packaging Material, 2018-2026

(\$Billion)

Table 29. Europe Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 30. Europe Beverage Packaging Market, By Packaging Type, 2018-2026

(\$Billion)

Table 31. Europe Beverage Packaging Market, By Country, 2018-2026 (\$Billion)

Table 32. The Uk Beverage Packaging Market, By Packaging Material, 2018-2026

(\$Billion)

Table 33. The Uk Beverage Packaging Market, By Beverage Type 2018-2026 (\$Billion)

Table 34. The Uk Beverage Packaging Market, By Beverage Type 2018-2026 (\$Billion)

Table 35. Germany Beverage Packaging Market, By Packaging Material, 2018-2026

(\$Billion)

Table 36. Germany Beverage Packaging Market, By Beverage Type 2018-2026

(\$Billion)

Table 37. Germany Beverage Packaging Market, By Beverage Type 2018-2026

(\$Billion)

Table 38. France Beverage Packaging Market, By Packaging Material, 2018-2026

(\$Billion)

Table 39. France Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 40. France Beverage Packaging Market, By Packaging Type, 2018-2026

(\$Billion)

Table 41. Italy Beverage Packaging Market, By Packaging Material, 2018-2026

(\$Billion)

Table 42. Italy Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 43. Italy Beverage Packaging Market, By Packaging Type, 2018-2026 (\$Billion)



Table 44. Russia Beverage Packaging Market, By Packaging Material, 2018-2026 (\$Billion)

Table 45. Russia Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 46. Russia Beverage Packaging Market, By Packaging Type, 2018-2026 (\$Billion)

Table 47. Rest of Europe Beverage Packaging Market, By Packaging Material, 2018-2026 (\$Billion)

Table 48. Rest of Europe Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 49. Rest of Europe Beverage Packaging Market, By Packaging Type, 2018-2026 (\$Billion)

Table 50. Asia-Pacific Beverage Packaging Market, By Packaging Material, 2018-2026 (\$Billion)

Table 51. Asia-Pacific Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 52. Asia-Pacific Beverage Packaging Market, By Packaging Type, 2018-2026 (\$Billion)

Table 53. Asia-Pacific Beverage Packaging Market, By Country, 2018-2026 (\$Billion)

Table 54. China Beverage Packaging Market, By Packaging Material, 2018-2026 (\$Billion)

Table 55. China Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 56. China Beverage Packaging Market, By Packaging Type, 2018-2026 (\$Billion)

Table 57. India Beverage Packaging Market, By Packaging Material, 2018-2026 (\$Billion)

Table 58. India Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 59. India Beverage Packaging Market, By Packaging Type, 2018-2026 (\$Billion)

Table 60. Japan Beverage Packaging Market, By Packaging Material, 2018-2026 (\$Billion)

Table 61. Japan Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 62. Japan Beverage Packaging Market, By Packaging Type, 2018-2026 (\$Billion)

Table 63. Australia Beverage Packaging Market, By Packaging Material, 2018-2026 (\$Billion)

Table 64. Australia Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 65. Australia Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 66. Rest of Asia-Pacific Beverage Packaging Market, By Packaging Material, 2018-2026 (\$Billion)

Table 67. Rest of Asia-Pacific Beverage Packaging Market, By Beverage Type,

2018-2026 (\$Billion)

Table 68. Rest of Asia-Pacific Beverage Packaging Market, By Packaging Type, 2018-2026 (\$Billion)

Table 69. Lamea Beverage Packaging Market, By Packaging Material, 2018-2026 (\$Billion)

Table 70. Lamea Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 71. Lamea Beverage Packaging Market, By Packaging Type, 2018-2026 (\$Billion)

Table 72. Lamea Beverage Packaging Market, By Country, 2018-2026 (\$Billion)

Table 73. Latin America Beverage Packaging Market, By Packaging Material, 2018-2026 (\$Billion)

Table 74. Latin America Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 75. Latin America Beverage Packaging Market, By Packaging Type, 2018-2026 (\$Billion)

Table 76. Middle East Beverage Packaging Market, By Packaging Material, 2018-2026 (\$Billion)

Table 77. Middle East Beverage Packaging Market, By Beverage Type, 2016-2025 (\$Billion)

Table 78. Middle East Beverage Packaging Market, By Packaging Type, 2016-2025 (\$Billion)

Table 79. Africa Beverage Packaging Market, By Packaging Material, 2018-2026 (\$Billion)

Table 80. Africa Beverage Packaging Market, By Beverage Type, 2018-2026 (\$Billion)

Table 81. Africa Beverage Packaging Market, By Packaging Type, 2018-2026 (\$Billion)

Table 82. Competitive Dashboard

Table 83. Key New Product Launches (2018-2019)

Table 84. Key Acquisitions, (2018-2019)

Table 85. Key Partnerships, (2018-2019)

Table 86. Amcor: Key Executives

Table 87. Amcor: Company Snapshot

Table 88. Amcor: Operating Segments

Table 89. Amcor: Product Portfolio

Table 90. Ball: Key Executives

Table 91. Ball: Company Snapshot

Table 92. Ball: Operating Segments

Table 93. Ball: Product Portfolio

Table 94. Crown: Key Executives

Table 95. Crown: Company Snapshot

Table 96. Crown: Operating Segments  
Table 97. Crown: Product Portfolio  
Table 98. Mondi: Key Executives  
Table 99. Mondi: Company Snapshot  
Table 100. Mondi: Operating Segments  
Table 101. Mondi: Product Portfolio  
Table 102. Orora: Key Executives  
Table 103. Orora: Company Snapshot  
Table 104. Orora: Operating Segments  
Table 105. Orora: Product Portfolio  
Table 106. Reynolds: Key Executives  
Table 107. Reynolds: Company Snapshot  
Table 108. Reynolds: Operating Segments  
Table 109. Reynolds: Product Portfolio  
Table 110. Sig: Key Executives  
Table 111. Sig: Company Snapshot  
Table 112. Sig: Operating Segments  
Table 113. Sig: Product Portfolio  
Table 114. Smurfit Kappa: Key Executives  
Table 115. Smurfit Kappa: Company Snapshot  
Table 116. Smurfit Kappa: Operating Segments  
Table 117. Smurfit Kappa: Product Portfolio  
Table 118. Stora Enso: Key Executives  
Table 119. Stora Enso: Company Snapshot  
Table 120. Stora Enso: Operating Segments  
Table 121. Stora Enso: Product Portfolio  
Table 122. Tetra Laval: Key Executives  
Table 123. Tetra Laval: Company Snapshot  
Table 124. Tetra Laval: Operating Segments  
Table 125. Tetra Laval: Product Portfolio

## List Of Figures

### LIST OF FIGURES

- Figure 01. Key Market Segments
- Figure 02. Global Beverage Packaging Market, 2018-2026
- Figure 03. Global Beverage Packaging Market, By Country, 2018-2026
- Figure 04. Global Beverage Packaging Market: Key Players
- Figure 05. Top Impacting Factors
- Figure 06. Top Investment Pockets
- Figure 07. Low-To-Moderate Bargaining Power of Suppliers
- Figure 08. Low-To-High Threat of New Entrants
- Figure 09. Moderate-To-High Threat of Substitutes
- Figure 11. Low-To-High Bargaining Power of Buyers
- Figure 12. Moderate-To-High Intensity of Rivalry
- Figure 13. Value Chain Analysis
- Figure 14. Market Dynamics
- Figure 15. Global Beverage Packaging Market, By Packaging Material, 2019-2026
- Figure 16. Comparative Share Analysis of Glass Market, By Country, 2018 & 2026 (%)
- Figure 17. Comparative Share Analysis of Metal Market, By Country, 2018 & 2026 (%)
- Figure 18. Comparative Share Analysis of Plastic Market, By Country, 2018 & 2026 (%)
- Figure 19. Comparative Share Analysis of Paperboard Market, By Country, 2018 & 2026 (%)
- Figure 20. Global Beverage Packaging Market, By Beverage Type, 2018-2026
- Figure 21. Comparative Share Analysis of Beverage Packaging Market, For Alcoholic Beverages, By Country, 2018 & 2026 (%)
- Figure 22. Comparative Share Analysis of Beverage Packaging Market, For Non-Alcoholic Beverages, By Country, 2018 & 2026 (%)
- Figure 23. Global Beverage Packaging Market, By Packaging Material, 2019-2026
- Figure 24. Comparative Share Analysis of Bottle Market, By Country, 2018 & 2026 (%)
- Figure 25. Comparative Share Analysis of Cans Market, By Country, 2018 & 2026 (%)
- Figure 26. Comparative Share Analysis of Carton Market, By Country, 2018 & 2026 (%)
- Figure 27. Comparative Share Analysis of Others Market, By Country, 2018 & 2026 (%)
- Figure 28. Beverage Packaging Market, By Region, 2018-2026
- Figure 29. U.S Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 30. Canada Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 31. Mexico Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 32. The Uk Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 33. Germany Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)

- Figure 34. France Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 35. Italy Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 36. Russia Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 37. Rest of Europe Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 38. China Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 39. India Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 40. Japan Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 41. Australia Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 42. Rest of Asia-Pacific Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 43. Latin America Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 44. Middle East Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 45. Africa Beverage Packaging Market Revenue, 2018 & 2026(\$Billion)
- Figure 46. Market Player Positioning, 2018
- Figure 47. Top Winning Strategies, By Year, 2018-2019
- Figure 48. Top Winning Strategies, By Development, 2018-2019 (%)
- Figure 49. Top Winning Strategies, By Company, 2018-2019
- Figure 50. Amcor: R&D Expenditure, 2017-2019 (\$Million)
- Figure 51. Amcor: Revenue, 2017-2019 (\$Million)
- Figure 52. Amcor: Revenue Share By Segment, 2019(%)
- Figure 53. Amcor: Revenue Share By Region, 2019 (%)
- Figure 54. Ball: R&D Expenditure, 2016-2018 (\$Million)
- Figure 55. Ball: Revenue, 2016-2018 (\$Million)
- Figure 56. Ball: Revenue Share By Segment, 2018(%)
- Figure 57. Ball: Revenue Share By Region, 2018 (%)
- Figure 58. Crown: R&D Expenditure, 2016-2018 (\$Million)
- Figure 59. Crown: Revenue, 2016-2018 (\$Million)
- Figure 60. Crown: Revenue Share By Segment, 2018(%)
- Figure 61. Crown: Revenue Share By Region, 2018 (%)
- Figure 62. Mondi: R&D Expenditure, 2016-2018 (\$Million)
- Figure 63. Mondi: Revenue, 2016-2018 (\$Million)
- Figure 64. Mondi: Revenue Share By Segment, 2018 (%)
- Figure 65. Mondi: Revenue Share By Region, 2018 (%)
- Figure 66. Orora: Revenue, 2017-2019 (\$Million)
- Figure 67. Orora: Revenue Share By Segment, 2019 (%)
- Figure 68. Orora: Revenue Share By Region, 2019 (%)
- Figure 69. Reynolds: Revenue, 2016-2018 (\$Million)
- Figure 70. Reynolds: Revenue Share By Segment, 2018 (%)
- Figure 71. Sig: R&D Expenditure, 2016-2018 (\$Million)

- Figure 72. Sig: Revenue, 2016-2018 (\$Million)
- Figure 73. Sig: Revenue Share By Segment, 2018 (%)
- Figure 74. Sig: Revenue Share By Region, 2018 (%)
- Figure 75. Smurfit Kappa: R&D Expenditure, 2016-2018 (\$Million)
- Figure 76. Smurfit Kappa: Revenue, 2016-2018 (\$Million)
- Figure 77. Smurfit Kappa: Revenue Share By Segment, 2018 (%)
- Figure 78. Smurfit Kappa: Revenue Share By Region, 2018 (%)
- Figure 79. Stora Enso: R&D Expenditure, 2016-2018 (\$Million)
- Figure 80. Stora Enso: Revenue, 2016-2018 (\$Million)
- Figure 81. Stora Enso: Revenue Share By Segment, 2018 (%)
- Figure 82. Stora Enso: Revenue Share By Region, 2018 (%)
- Figure 83. Tetra Laval: Revenue, 2016-2018 (\$Million)
- Figure 84. Tetra Laval: Revenue Share By Segment, 2018 (%)
- Figure 85. Tetra Pak: Revenue Share By Region, 2018 (%)
- Figure 86. Sidel: Revenue Share By Region, 2018 (%)



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