

# **Global Spirit Glass Packaging Market: Analysis By Capacity (Upto 200 ml, 200 ml to 750 ml, & Above 750 ml), By Color of Glass (Bare Glass & Colored Glass), By Application (Whiskey, Vodka, Rum, Wine, Beer, & Others), By Region Size & Forecast with Impact Analysis of COVID-19 and Forecast up to 2029**

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## **Abstracts**

The global spirit glass packaging market was valued at US\$38.03 billion in 2023. The market value is expected to reach US\$50.94 billion by 2029. Packaging made especially for holding and transporting spirits, such as beer, vodka, gin, rum, and whiskey, is known as spirit glass packaging. Decanters, jars, and bottles are a few examples of the several spirit glass packaging options. The most popular type of spirit packaging is glass bottles, which are available in a variety of sizes and forms. Specific characteristics, such a screw cap or cork, are included into some bottles to keep the contents fresh and stop leaks.

Looking ahead, the spirit glass packaging market is expected to continue its growth trajectory for several reasons. The major drivers for the spirit glass packaging market include growing shift of the consumers towards premium and super premium packaging products, rising income levels, and an increasing consumption of spirit in developed and developing countries. In addition, the rising product differentiation of spirits through packaging design and innovation as glass bottles represent high-quality brand image is driving the demand for spirit glass packaging. The market is expected to grow at a CAGR of approx. 5% during the forecasted period of 2024-2029.

Market Segmentation Analysis:

**By Capacity:** The report provides the bifurcation of the global spirit glass packaging market into three types: 200 ml to 750 ml, Above 750 ml and Upto 200 ml. The 200 ml to 750 ml segment held the highest share of the market. This segment consists of glass bottles of varied capacities such as 375 ml, 500 ml, 650 ml, 700 ml, and 750 ml. The 375ml and 650 ml bottles are primarily used for beer packaging. 750 ml is the most common size for liquor bottles and is perfect for people who drink occasionally. Further, spirit glass manufacturers offer their products in distinct capacities due to varied customer preferences, thus boosting the demand for 200 ml to 750 ml capacity segment.

**By Color of Glass:** The global spirit glass packaging market has been further analyzed based on the color of glass: Colored Glass and Bare Glass. The colored glass category held the highest share in the market as there is a higher demand for colored glass packaging for spirits currently, as color can distinguish a glass container and protects its contents from unwanted ultraviolet rays. Ultraviolet rays affect the taste of the spirit and beer. Thus, owing to its various advantages and features, many beers and spirit manufacturers prefer colored glass. Additionally, the distinctly designed and varied colored glass packaging enhances the overall sensory experience and influences the consumers' buying decision, which further propels the demand of colored glass segment.

**By Application:** The report identifies five segments of the global spirit glass packaging market on basis of application: Beer, Wine, Vodka, Whiskey, Rum and Others. The beer segment held the largest share of the market in 2023. Glass packaging keeps beer fresher for a longer period of time. Advantages, like reusability and the ability to keep beer fresh for a longer period of time as compared to other alternative packaging materials, the glass packaging is estimated to grow substantially. Moreover, glass adds an authentic look to the packaging and satisfies various consumer preferences.

**By Region:** In the report, the global spirit glass packaging market is divided into five regions: Asia Pacific (China, India, Japan, South Korea, Australia and Rest of the Asia Pacific), Europe (Germany, Russia, France, UK, Italy, and Rest of the Europe), North America (The US, Canada and Mexico), South & Central America and Middle East and Africa. In 2023, the Asia Pacific region led the spirit glass packaging market, propelled by growing popularity of alcoholic beverages among the vast population of young consumers in countries like India and China along with rising income levels and developing social acceptance of alcohol consumption. Additionally, the manufacturers of spirit glass packaging are constantly working towards reducing the weight of the bottles in order to make it easy to handle, transport, and improve the consumer experience

without impacting consumer-brand experience, which is expected to offer new opportunities to the overall market.

During 2024-2029, the US is forecasted to maintain its lead within North America. The US is one of the prominent markets for spirit glass packaging owing to its rapidly flourishing beer industry and its consumption. Further, wine glass packaging manufacturers are innovating their offerings keeping in pace with the latest trends in the region.

#### Market Dynamics:

**Growth Drivers:** The global spirit glass packaging market growth is predicted to be supported by numerous growth drivers such as increasing consumption of spirits, higher utilization of glass packaging for alcoholic beverages, rising income levels, rapid urbanization and surge in consumer preference for glass packaging, and many other factors. Alcoholic beverages and other distilled spirits are increasingly adopting glass packaging, owing to its ability to increase consumer appeal. The use of glass in beverage packaging allows to maintain the quality of their contents and protects the product from external factors. Moreover, different varieties of glass liquor bottles offer antique style, unique, high-end ornamental, and classy industrial standards to liquors, highly influencing the consumer's purchasing decision. As a result, glass packaging is extensively used for packaging beers, distilled spirits, liquors, wine, and others, augmenting the growth of spirit glass packaging market, globally.

**Challenges:** However, the market growth would be negatively impacted by various challenges such as rising availability of alternative forms of packaging and fragility and transportation concerns, etc.

**Trends:** The market is projected to grow at a fast pace during the forecast period, due to various latest trends such as rapid expansion of HoReCa sector, accelerating online sales and e-commerce channels, growing trend of eco-friendly and recyclable packaging solutions, premiumization and customization and escalating emphasis on sustainability, etc. Furthermore, there is a noticeable shift in the spirits packaging market toward more environmentally friendly packaging options. Both businesses and consumers are looking for sustainable alternatives as environmental consciousness rises. Packaging material innovations like biodegradable and recycled glass are being driven by this trend. In an effort to lessen their carbon footprint and win over environmentally sensitive customers, brands are embracing eco-friendly practices more and more. Hence, growing trend of eco-friendly and recyclable packaging solutions is

anticipated to boost the market growth of spirit glass packaging.

#### Impact Analysis of COVID-19 and Way Forward:

The COVID-19 pandemic had a significant impact on the spirit glass packaging market. The global lockdowns and restrictions on travel and social gatherings have led to a decline in the consumption of alcoholic beverages, resulting in a decrease in demand for spirit glass packaging. Many bars, restaurants, and hotels, major customers of the HORECA sector, were forced to close temporarily or operate at reduced capacity, leading to reduced demand for smaller-sized glass bottles. Furthermore, disruption in the supply chain due to restrictions on transportation and manufacturing operations has increased the cost of production and distribution of spirit glass packaging. However, in 2021, the global marketplace began recovering from the losses incurred in 2020 as governments of different countries announced relaxation in social restrictions.

#### Competitive Landscape:

The global spirit glass packaging market is highly competitive and is dominated by several key players, operating on a regional and global scale. The key players in the global spirit glass packaging market are:

Ardagh Group  
Verallia SA  
O-I Glass, Inc.  
Toyo Seikan Group Holdings, Ltd.  
Vidrala, S.A.  
Gerresheimer AG  
BA Glass B.V.  
Amcor PLC  
Vetropack Group  
Nihon Yamamura Glass Co., Ltd.  
HEINZ-GLAS GmbH & Co. KGaA  
Stoelzle Glass Group  
Wiegand-Glas GmbH

Prominent players adopting several growth strategies, such as product launches, acquisitions, and collaborations, which are contributing to the growth of the global spirit glass packaging market. These market players are highly focused on developing innovative products to serve their customers better. For instance, in November 2023,

Ardagh Glass Packaging-North America (AGP-North America), an operating business of Ardagh Group, introduced two new Boston Round bottles to its growing portfolio of American-made bottles. The bottles are designed and manufactured in the U.S., by AGP-North America out of high-quality glass that is 100 percent and endlessly recyclable.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

#### 2.1 Spirit Glass Packaging: An Overview

##### 2.1.1 Benefits of Glass Packaging for Premium Liquor

#### 2.2 Spirit Glass Packaging Segmentation: An Overview

##### 2.2.1 Spirit Glass Packaging Segmentation

### 3. GLOBAL MARKET ANALYSIS

#### 3.1 Global Spirit Glass Packaging Market: An Analysis

##### 3.1.1 Global Spirit Glass Packaging Market: An Overview

##### 3.1.2 Global Spirit Glass Packaging Market by Value

##### 3.1.3 Global Spirit Glass Packaging Market by Capacity

##### 3.1.4 Global Spirit Glass Packaging Market by Color of Glass

##### 3.1.5 Global Spirit Glass Packaging Market by Application

##### 3.1.6 Global Spirit Glass Packaging Market by Region

#### 3.2 Global Spirit Glass Packaging Market: Volume Analysis

##### 3.2.1 Global Spirit Glass Packaging Market by Volume: An Overview

##### 3.2.2 Global Spirit Glass Packaging Market by Volume

##### 3.2.3 Global Spirit Glass Packaging Market Volume by Capacity

#### 3.3 Global Spirit Glass Packaging Market: Capacity Analysis

##### 3.3.1 Global Spirit Glass Packaging Market by Capacity: An Overview

##### 3.3.2 Global 200 ml to 750 ml Spirit Glass Packaging Market by Value

##### 3.3.3 Global 200 ml to 750 ml Spirit Glass Packaging Market by Volume

##### 3.3.4 Global Above 750 ml Spirit Glass Packaging Market by Value

##### 3.3.5 Global Above 750 ml Spirit Glass Packaging Market by Volume

##### 3.3.6 Global Upto 200 ml Spirit Glass Packaging Market by Value

##### 3.3.7 Global Upto 200 ml Spirit Glass Packaging Market by Volume

#### 3.4 Global Spirit Glass Packaging Market: Color of Glass Analysis

##### 3.4.1 Global Spirit Glass Packaging Market by Color of Glass: An Overview

##### 3.4.2 Global Spirit Colored Glass Packaging Market by Value

##### 3.4.3 Global Spirit Bare Glass Packaging Market by Value

#### 3.5 Global Spirit Glass Packaging Market: Application Analysis

##### 3.5.1 Global Spirit Glass Packaging Market by Application: An Overview

##### 3.5.2 Global Beer Glass Packaging Market by Value



- 3.5.3 Global Wine Glass Packaging Market by Value
- 3.5.4 Global Vodka Glass Packaging Market by Value
- 3.5.5 Global Whiskey Glass Packaging Market by Value
- 3.5.6 Global Rum Glass Packaging Market by Value
- 3.5.7 Global Others Spirit Glass Packaging Market by Value

## **4. REGIONAL MARKET ANALYSIS**

- 4.1 Asia Pacific Spirit Glass Packaging Market: An Analysis
  - 4.1.1 Asia Pacific Spirit Glass Packaging Market: An Overview
  - 4.1.2 Asia Pacific Spirit Glass Packaging Market by Value
  - 4.1.3 Asia Pacific Spirit Glass Packaging Market by Region
  - 4.1.4 China Spirit Glass Packaging Market by Value
  - 4.1.5 India Spirit Glass Packaging Market by Value
  - 4.1.6 Japan Spirit Glass Packaging Market by Value
  - 4.1.7 South Korea Spirit Glass Packaging Market by Value
  - 4.1.8 Australia Spirit Glass Packaging Market by Value
  - 4.1.9 Rest of Asia Pacific Spirit Glass Packaging Market by Value
- 4.2 Europe Spirit Glass Packaging Market: An Analysis
  - 4.2.1 Europe Spirit Glass Packaging Market: An Overview
  - 4.2.2 Europe Spirit Glass Packaging Market by Value
  - 4.2.3 Europe Spirit Glass Packaging Market by Region
  - 4.2.4 Germany Spirit Glass Packaging Market by Value
  - 4.2.5 Russia Spirit Glass Packaging Market by Value
  - 4.2.6 France Spirit Glass Packaging Market by Value
  - 4.2.7 The UK Spirit Glass Packaging Market by Value
  - 4.2.8 Italy Spirit Glass Packaging Market by Value
  - 4.2.9 Rest of Europe Spirit Glass Packaging Market by Value
- 4.3 North America Spirit Glass Packaging Market: An Analysis
  - 4.3.1 North America Spirit Glass Packaging Market: An Overview
  - 4.3.2 North America Spirit Glass Packaging Market by Value
  - 4.3.3 North America Spirit Glass Packaging Market by Region
  - 4.3.4 The US Spirit Glass Packaging Market by Value
  - 4.3.5 The US Spirit Glass Packaging Market by Volume
  - 4.3.6 Canada Spirit Glass Packaging Market by Value
  - 4.3.7 Mexico Spirit Glass Packaging Market by Value
- 4.4 South & Central America Spirit Glass Packaging Market: An Analysis
  - 4.4.1 South & Central America Spirit Glass Packaging Market: An Overview
  - 4.4.2 South & Central America Spirit Glass Packaging Market by Value

- 4.5 Middle East & Africa Spirit Glass Packaging Market: An Analysis
  - 4.5.1 Middle East & Africa Spirit Glass Packaging Market: An Overview
  - 4.5.2 Middle East & Africa Spirit Glass Packaging Market by Value

## **5. IMPACT OF COVID-19**

- 5.1 Impact of COVID-19 on Spirit Glass Packaging Market
- 5.2 Post-COVID Scenario

## **6. MARKET DYNAMICS**

- 6.1 Growth Drivers
  - 6.1.1 Increasing Consumption of Spirits
  - 6.1.2 Higher Utilization of Glass Packaging For Alcoholic Beverages
  - 6.1.3 Rising Income Levels
  - 6.1.4 Rapid Urbanization
  - 6.1.5 Surge in Consumer Preference for Glass Packaging
- 6.2 Challenges
  - 6.2.1 Rising Availability Of Alternative Forms of Packaging
  - 6.2.2 Stringent Government Regulations Regarding Spirit Packaging
  - 6.2.3 Fragility and Transportation Concerns
- 6.3 Market Trends
  - 6.3.1 Rapid Expansion of HoReCa Sector
  - 6.3.2 Accelerating Online Sales and E-Commerce Channels
  - 6.3.3 Growing Trend of Eco-Friendly & Recyclable Packaging Solutions
  - 6.3.4 Premiumization and Customization
  - 6.3.5 Escalating Emphasis on Sustainability
  - 6.3.6 Advancements in Glass Packaging Technology

## **7. COMPETITIVE LANDSCAPE**

- 7.1 Global Spirit Glass Packaging Market: Recent Developments & Product Launches

## **8. COMPANY PROFILES**

- 8.1 Ardagh Group
  - 8.1.1 Business Overview
  - 8.1.2 Operating Segments
  - 8.1.3 Business Strategy



- 8.2 Verallia SA
  - 8.2.1 Business Overview
  - 8.2.2 Operating Segments
  - 8.2.3 Business Strategy
- 8.3 O-I Glass, Inc.
  - 8.3.1 Business Overview
  - 8.3.2 Operating Segments
  - 8.3.3 Business Strategy
- 8.4 Toyo Seikan Group Holdings, Ltd.
  - 8.4.1 Business Overview
  - 8.4.2 Operating Segments
  - 8.4.3 Business Strategies
- 8.5 Vidrala, S.A.
  - 8.5.1 Business Overview
  - 8.5.2 Operating Segments
  - 8.5.3 Business Strategy
- 8.6 Gerresheimer AG
  - 8.6.1 Business Overview
  - 8.6.2 Operating Segments
  - 8.6.3 Business Strategy
- 8.7 BA Glass B.V.
  - 8.7.1 Business Overview
  - 8.7.2 Operating Segments
  - 8.7.3 Business Strategy
- 8.8 Amcor PLC
  - 8.8.1 Business Overview
  - 8.8.2 Operating Segment
  - 8.8.3 Business Strategies
- 8.9 Vetropack Group
  - 8.9.1 Business Overview
  - 8.9.2 Operating Segments
  - 8.9.3 Business Strategy
- 8.10 Nihon Yamamura Glass Co., Ltd.
  - 8.10.1 Business Overview
  - 8.10.2 Operating Segments
  - 8.10.3 Business Strategies
- 8.11 HEINZ-GLAS GmbH & Co. KGaA
  - 8.11.1 Business Overview
  - 8.11.2 Business Strategies

## 8.12 Stoelzle Glass Group

### 8.12.1 Business Overview

### 8.12.2 Business Strategy

## 8.13 Wiegand-Glas GmbH

### 8.13.1 Business Overview

### 8.13.2 Business Strategies

## List Of Figures

### LIST OF FIGURES

Figure 1: Benefits of Glass Packaging for Premium Liquor

Figure 2: Spirit Glass Packaging Segmentation

Figure 3: Global Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 4: Global Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 5: Global Spirit Glass Packaging Market by Capacity; 2023 (Percentage, %)

Figure 6: Global Spirit Glass Packaging Market by Color of Glass; 2023 (Percentage, %)

Figure 7: Global Spirit Glass Packaging Market by Application; 2023 (Percentage, %)

Figure 8: Global Spirit Glass Packaging Market by Region; 2023 (Percentage, %)

Figure 9: Global Spirit Glass Packaging Market by Volume; 2023-2029 (Billion Units)

Figure 10: Global Spirit Glass Packaging Market Volume by Capacity; 2023 (Percentage, %)

Figure 11: Global 200 ml to 750 ml Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 12: Global 200 ml to 750 ml Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 13: Global 200 ml to 750 ml Spirit Glass Packaging Market by Volume; 2023-2029 (Billion Units)

Figure 14: Global Above 750 ml Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 15: Global Above 750 ml Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 16: Global Above 750 ml Spirit Glass Packaging Market by Volume; 2023-2029 (Billion Units)

Figure 17: Global Upto 200 ml Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 18: Global Upto 200 ml Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 19: Global Upto 200 ml Spirit Glass Packaging Market by Volume; 2023-2029 (Billion Units)

Figure 20: Global Spirit Colored Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 21: Global Spirit Colored Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 22: Global Spirit Bare Glass Packaging Market by Value; 2019-2023 (US\$

Billion)

Figure 23: Global Spirit Bare Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 24: Global Beer Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 25: Global Beer Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 26: Global Wine Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 27: Global Wine Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 28: Global Vodka Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 29: Global Vodka Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 30: Global Whiskey Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 31: Global Whiskey Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 32: Global Rum Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 33: Global Rum Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 34: Global Others Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 35: Global Others Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 36: Asia Pacific Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 37: Asia Pacific Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 38: Asia Pacific Spirit Glass Packaging Market by Region; 2023 (Percentage, %)

Figure 39: China Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 40: China Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 41: India Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 42: India Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 43: Japan Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Million)

Figure 44: Japan Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 45: South Korea Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Million)

Figure 46: South Korea Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Million)

Figure 47: Australia Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Million)

Figure 48: Australia Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Million)

Figure 49: Rest of Asia Pacific Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 50: Rest of Asia Pacific Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 51: Europe Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 52: Europe Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 53: Europe Spirit Glass Packaging Market by Region; 2023 (Percentage, %)

Figure 54: Germany Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 55: Germany Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 56: Russia Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 57: Russia Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 58: France Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 59: France Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 60: The UK Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 61: The UK Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 62: Italy Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Million)

Figure 63: Italy Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 64: Rest of Europe Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 65: Rest of Europe Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 66: North America Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 67: North America Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 68: North America Spirit Glass Packaging Market by Region; 2023 (Percentage, %)

Figure 69: The US Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 70: The US Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 71: The US Spirit Glass Packaging Market by Volume; 2023-2029 (Billion Units)

Figure 72: Canada Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 73: Canada Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 74: Mexico Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Million)

Figure 75: Mexico Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Million)

Figure 76: South & Central America Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 77: South & Central America Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 78: Middle East & Africa Spirit Glass Packaging Market by Value; 2019-2023 (US\$ Billion)

Figure 79: Middle East & Africa Spirit Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 80: Global Volume of Spirits Market; 2022-2028 (Billion Litres)

Figure 81: Global Volume of The Alcoholic Drinks Market; 2022-2027 (Billion Litres)

Figure 82: Advanced Economies and Emerging Market & Developing Economies GDP Per Capita; 2018-2027 (US\$ Thousand)

Figure 83: Global Urban Population; 2017, 2022 & 2050 (Billion)

Figure 84: Comparison of 185 mL Aluminium Can and 180 mL Glass Bottle Across Several Impact Categories (Percentage, %)

Figure 85: Global Hotel and Resort, Catering Services & Food Contractors Industry Market Size; 2021-2026 (US\$ Trillion)

Figure 86: Global E-Commerce Revenue of The Alcoholic Drinks Industry; 2019-2026 (US\$ Billion)

Figure 87: Ardagh Group Revenue by Segments; 2022 (Percentage, %)

Figure 88: Verallia SA Revenue by Segments; 2022 (Percentage, %)

Figure 89: O-I Glass, Inc. Revenue by Segments; 2022 (Percentage, %)

Figure 90: Toyo Seikan Group Holdings, Ltd. Revenue by Region; 2022 (Percentage, %)

Figure 91: Vidrala, S.A. Revenue by Segments; 2022 (Percentage, %)

Figure 92: Gerresheimer AG Revenue by Segments; 2022 (Percentage, %)

Figure 93: BA Glass B.V. Sales by Segments; 2022 (Percentage, %)

Figure 94: Amcor PLC et Sales by Segment; 2023 (Percentage, %)

Figure 95: Vetropack Group Revenue by Segment; 2022 (Percentage, %)

Figure 96: Nihon Yamamura Glass Co., Ltd. Net Sales by Segment; 2022 (Percentage, %)

Table 1: Recycling Targets for Different Packaging Materials in the Europe

Table 2: Global Spirit Glass Packaging Market: Recent Developments & Product Launches



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