

## Alcoholic Drinks Packaging in Colombia

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In 2015, glass bottles remained the preferred alcoholic drinks packaging amongst Colombians, accounting for 88% of total packaging. The success of glass is supported by the premiumisation trends observed across the different categories within alcoholic drinks and increasing demand for craft beers. In addition, glass is perceived as a material which allows innovation in designs, better respects the flavour and characteristics of alcoholic drinks and is also eco-friendly, which is highly valued...

Euromonitor International's Alcoholic Drinks Packaging in Colombia report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

**Product coverage:** Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, Wine.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Alcoholic Drinks Packaging market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Smaller Pack Sizes and Refills Gain Importance

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Higher Demand for Pet in Non-alcoholic Drinks and Carton Boxes in Milk

Smaller Packs and Refills Gain Importance

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Health and Wellness Impacts Non-alcoholic Drinks, Food and Pet Food Labelling

Functionality Grows in Importance for Economy Packages

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