

Alcoholic Drinks Packaging in France

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Abstracts

Flavoured/mixed lager packaging continued to register strong growth in France's alcoholic drinks packaging industry in 2022, helped by changing consumer preferences and the demand for unique taste experiences. Breweries sought to differentiate their products and appeal to a broader audience, including non-beer drinkers, by offering innovative flavoured/mixed lagers. The introduction of seasonal or limited-edition varieties, influenced by international trends, further contributed to the rising po...

Euromonitor International's Alcoholic Drinks Packaging in France 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, 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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Fibre bottles make a significant breakthrough in alcoholic drinks packaging

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