

Alcoholic Drinks Packaging in the US

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Abstracts

Alcoholic drinks packaging proved fairly resilient overall in 2020, despite the impact of COVID-19. Major stockpiling took place in the early stages of the pandemic, as consumers prepared for lockdown. This boosted off-trade unit volume growth in most alcoholic drinks packaging product areas, with beer packaging in particular seeing strong off-trade growth in the year, in contrast to the slight declines seen in the previous three years. Cider/perry also returned to positive off-trade growth in 2...

Euromonitor International's Alcoholic Drinks Packaging in USA 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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Strong on-trade rebound helps offset off-trade decline in 2021

Metal beverage cans continue to take share from glass bottles

Pandemic's economic impact sees consumers favouring bigger pack sizes in beer and cider/perry

PROSPECTS AND OPPORTUNITIES

Hard seltzers expected to continue seeing strong growth in the next few years

Sustainability concerns will continue to drive innovation in the packaging landscape

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