

Alcoholic Drinks Packaging in the US

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Abstracts

The continued increase in packaging unit volumes for RTDs in the US, despite the overall decline in the alcoholic drinks packaging industry in this country, is attributed to factors such as convenience and portability, changing consumer preferences and ongoing innovation and product development. RTDs offer a convenient and portable option for consumers, cater to evolving preferences for convenience and innovation, and benefit from marketing campaigns that target specific demographics. For exampl...

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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Paulaner Brauerei introduces new eco-friendly multipack packaging?

PROSPECTS AND OPPORTUNITIES

Metal beverage cans are forecast to gain pack share in the US

The 200ml pack size is expected to continue gaining share in whiskies in the US

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