

The Premiumisation Trend in Alcoholic Drinks Packaging

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Abstracts

The alcoholic drinks industry saw limited volume growth over the review period, as the focus has shifted from quantity to quality, impacting alcoholic drinks packaging volumes. With premiumisation, however, come opportunities, as consumers demand changing pack types to respond to their needs. Trends including craft, mindful drinking, premium lifestyles and smart packaging are all playing a role in premiumising the alcoholic drinks packaging industry.

Euromonitor International's The Premiumisation Trend in Alcoholic Drinks Packaging global briefing offers an insight into to the size and shape of the packaging market, highlights the effect of emerging geographies, categories and consumer trends on the packaging landscape. It identifies the leading pack types, offers strategic analysis of key factors influencing the packaging market - be they packaging innovations, consumption growth, category switching, economic/lifestyle influences, legislation or environmental issues. Forecasts illustrate how the market is set to change and criteria for success.

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

Why buy this report?

Get a detailed picture of the 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.

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