

Beer Cans Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025-2034

<https://marketpublishers.com/r/B810B6BA59D9EN.html>

Date: February 2025

Pages: 180

Price: US\$ 4,850.00 (Single User License)

ID: B810B6BA59D9EN

Abstracts

The Global Beer Cans Market is witnessing steady growth, reaching USD 13.3 billion in 2024, with projections indicating a CAGR of 4.4% between 2025 and 2034. Rising beer consumption, particularly in the craft and premium segments, is a key driver of market expansion. Consumers are increasingly gravitating toward canned beer for its ability to maintain freshness, block light and oxygen exposure, and enhance portability.

Breweries, on the other hand, are shifting toward aluminum packaging as they prioritize sustainability, product preservation, and cost efficiency. With the craft beer industry continuing to thrive, demand for high-quality packaging that preserves unique flavors and carbonation is surging.

Market players are also responding to changing consumer preferences by focusing on sustainable packaging solutions. Aluminum cans, known for their lightweight nature and recyclability, are emerging as the dominant packaging choice. This segment is projected to grow at a CAGR of 4.8% during the forecast period, driven by its ability to provide superior protection against external elements that can impact beer quality. Reduced transportation costs and extended product shelf life make aluminum the preferred material for both large and small-scale breweries. The increasing emphasis on environmental responsibility is further reinforcing this trend, prompting beer manufacturers to integrate eco-friendly packaging into their production strategies.

The market is also segmented by product type, with 1-piece, 2-piece, and 3-piece cans available. The 1-piece can segment is experiencing robust growth, projected to register a CAGR of 6.1% over the forecast timeline. These cans are gaining popularity due to their seamless structure, which offers enhanced leak protection and durability. Pressurized and nitrogen-infused beers benefit from this format, making it a preferred choice for premium and specialty beer varieties. With breweries focusing on delivering

high-end offerings, the demand for 1-piece cans is accelerating.

North America holds a significant share of the beer cans market, accounting for 30% of the total revenue in 2024. High beer consumption, particularly in craft and premium segments, continues to fuel regional demand. The United States alone generated USD 3.2 billion in 2024, with rising craft beer popularity and expanding e-commerce channels supporting market expansion. A well-developed aluminum recycling ecosystem and growing consumer awareness of sustainable packaging are prompting breweries to transition to lightweight, eco-friendly cans. As consumer preferences shift toward diverse beer flavors and improved packaging efficiency, manufacturers are optimizing their production strategies to meet evolving industry demands.

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market scope and definitions
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Base estimates and calculations
 - 1.3.1 Base year calculation
 - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
 - 1.5.2 Data mining sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Rising beer consumption
 - 3.2.1.2 Growth of craft beer and premium segments
 - 3.2.1.3 Shift from glass bottles to aluminum cans for sustainability
 - 3.2.1.4 Growth of non-alcoholic & low-alcohol beer
 - 3.2.1.5 Cost efficiency & manufacturing advancements
 - 3.2.2 Industry pitfalls and challenges
 - 3.2.2.1 Regulatory challenges and restrictions on alcohol packaging
 - 3.2.2.2 Competition from alternative packaging materials
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Technology landscape
- 3.6 Future market trends
- 3.7 Gap analysis
- 3.8 Porter's analysis

3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive analysis of major market players
- 4.4 Competitive positioning matrix
- 4.5 Strategy dashboard

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY MATERIAL, 2021 – 2034 (\$ MN & UNITS)

- 5.1 Key trends
- 5.2 Aluminum
- 5.3 Steel

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY PRODUCT TYPE, 2021 – 2034 (\$ MN & UNITS)

- 6.1 Key trends
- 6.2 1-piece cans
- 6.3 2-piece cans
- 6.4 3-piece cans

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY CAPACITY, 2021 – 2034 (\$ MN & UNITS)

- 7.1 Key trends
- 7.2 Small (Below 330 ml)
- 7.3 Medium (330 ml – 500 ml)
- 7.4 Large (Above 500 ml)

CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2034 (\$ MN & UNITS)

- 8.1 Key trends
- 8.2 North America
 - 8.2.1 U.S.

8.2.2 Canada

8.3 Europe

8.3.1 Germany

8.3.2 UK

8.3.3 France

8.3.4 Spain

8.3.5 Italy

8.4 Asia Pacific

8.4.1 China

8.4.2 India

8.4.3 Japan

8.4.4 ANZ

8.4.5 South Korea

8.5 Latin America

8.5.1 Brazil

8.5.2 Mexico

8.5.3 Argentina

8.6 Middle East and Africa

8.6.1 Saudi Arabia

8.6.2 South Africa

8.6.3 UAE

CHAPTER 9 COMPANY PROFILES

9.1 Ardagh Group

9.2 Asahi Group

9.3 Baixicans

9.4 Ball

9.5 Canpack

9.6 Ceylon Beverage Can

9.7 Crown

9.8 Daiwa Can

9.9 Erjin Packaging

9.10 G3 Enterprises

9.11 Hainan Zhenxi

9.12 Nampak

9.13 Orora Packaging

9.14 Scan Holdings

9.15 Shining Aluminum

9.16 Thai Beverage Can

9.17 Toyo Seikan

9.18 Visy

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