

Wine Packaging Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

<https://marketpublishers.com/r/W4C3BE3CB09CEN.html>

Date: October 2024

Pages: 190

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

ID: W4C3BE3CB09CEN

Abstracts

The Global Wine Packaging Market, valued at USD 5.9 billion in 2023, is projected to grow at a CAGR of 6.2% between 2024 and 2032. The industry's expansion is driven by the increasing demand for sustainable packaging solutions, as environmentally conscious consumers prioritize eco-friendly options. This shift towards sustainability is encouraging brands to adopt recyclable, lightweight, and biodegradable packaging, reducing environmental impact while appealing to the growing base of eco-aware buyers. Consequently, investment in sustainable packaging technologies is rising, fostering competition and promoting responsible practices within the wine packaging industry. The market is segmented by packaging type into primary and secondary categories.

Primary packaging is expected to exceed USD 5 billion by 2032, as its direct influence on consumer experience makes it a vital aspect for wine producers. High-quality, aesthetically appealing primary packaging not only attracts buyers but also aligns with the increasing demand for sustainability. Innovations like lightweight bottles and eco-friendly materials are enhancing shelf appeal and consumer satisfaction. By type, the market includes bottles, barrels & kegs, bag-in-box, boxes & cartons, labels, and others.

The bag-in-box segment is the fastest-growing, with an anticipated CAGR of over 8% from 2024 to 2032. This packaging type is gaining popularity due to its convenience, sustainability, and cost-efficiency. The bag-in-box system, which consists of a flexible bag inside a rigid outer box, offers easy pouring and storage, making it a preferred option for both casual and frequent wine consumers. Its growth is largely driven by the rising demand for convenient packaging solutions. North America holds a significant share of the global wine packaging market, accounting for over 25%.

In the U.S., the market is experiencing notable growth due to a combination of factors, including the increasing popularity of wine, a focus on innovative and sustainable packaging, and growing consumer interest in premium wine varieties. Producers are responding to these trends by adopting advanced packaging technologies that enhance both product appeal and shelf life. Additionally, the rise of e-commerce and online wine sales is further driving demand for convenient and efficient packaging solutions, especially those optimized for home delivery.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Disruptions
 - 3.1.3 Future outlook
 - 3.1.4 Manufacturers
 - 3.1.5 Distributors
- 3.2 Profit margin analysis
- 3.3 Key news & initiatives
- 3.4 Regulatory landscape
- 3.5 Impact forces
 - 3.5.1 Growth drivers
 - 3.5.1.1 Consumer preference for eco-friendly wine packaging
 - 3.5.1.2 Shift toward lightweight and recyclable materials
 - 3.5.1.3 Rising popularity of alternative packaging formats
 - 3.5.1.4 Growth in online wine sales
 - 3.5.1.5 Emphasis on product aesthetics and branding
 - 3.5.2 Industry pitfalls & challenges
 - 3.5.2.1 High costs of sustainable packaging solutions

- 3.5.2.2 Complex regulations surrounding packaging materials
- 3.6 Growth potential analysis
- 3.7 Porter's analysis
- 3.8 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY MATERIAL, 2021-2032 (USD MILLION)

- 5.1 Key trends
- 5.2 Glass
- 5.3 Metal
- 5.4 Paper and paper board
- 5.5 Plastic
- 5.6 Others

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY TYPE, 2021-2032 (USD MILLION)

- 6.1 Key trends
- 6.2 Bottles
- 6.3 Barrels & kegs
- 6.4 Bag-in-box
- 6.5 Boxes & cartons
- 6.6 Labels
- 6.7 Others

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PACKAGING TYPE, 2021-2032 (USD MILLION)

- 7.1 Key trends
- 7.2 Primary
- 7.3 Secondary

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD MILLION)

8.1 Key trends

8.2 Online

8.3 Offline

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD MILLION)

9.1 Key trends

9.2 North America

9.2.1 U.S.

9.2.2 Canada

9.3 Europe

9.3.1 UK

9.3.2 Germany

9.3.3 France

9.3.4 Italy

9.3.5 Spain

9.3.6 Russia

9.4 Asia Pacific

9.4.1 China

9.4.2 India

9.4.3 Japan

9.4.4 South Korea

9.4.5 Australia

9.5 Latin America

9.5.1 Brazil

9.5.2 Mexico

9.6 MEA

9.6.1 South Africa

9.6.2 Saudi Arabia

9.6.3 UAE

CHAPTER 10 COMPANY PROFILES

10.1 Amcor

- 10.2 Ardagh Group
- 10.3 Avery Dennison
- 10.4 Berlin Packaging
- 10.5 CCL Industries
- 10.6 Estal Packaging
- 10.7 Gerresheimer
- 10.8 Golden State Box Factory
- 10.9 Guala Closures
- 10.10 International Paper
- 10.11 Maverick Enterprises
- 10.12 Saverglass
- 10.13 Saxco International
- 10.14 Sealed Air
- 10.15 Smurfit Kappa Group
- 10.16 TricorBraun
- 10.17 UPM Raflatac
- 10.18 Verallia
- 10.19 Veritiv
- 10.20 Vetropack Holding
- 10.21 Vidrala

I would like to order

Product name: Wine Packaging Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

Product link: <https://marketpublishers.com/r/W4C3BE3CB09CEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W4C3BE3CB09CEN.html>