

# Alcoholic Beverage Packaging Market Size, Share & Trends Analysis Report By Material (Plastic, Glass, Metal, Others), By Product (Can, Bottle & Jars, Others), By Region, And Segment Forecasts, 2025 - 2030

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## **Abstracts**

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Alcoholic Beverage Packaging Market Growth & Trends

The global alcoholic beverage packaging market size is expected to reach USD 118.42 billion by 2030, registering a CAGR of 5.8% from 2025 to 2030, according to a new report by Grand View Research, Inc. Increased awareness about sustainable packaging is expected to remain a key factor for the market growth. Rising consumption of premium alcoholic beverages, such as flavored vodka and single-malt whiskey, particularly in developing countries, is also projected to contribute to the market growth. In addition, influence of corporate culture is anticipated to spur the demand for such beverages, thereby supporting market expansion.

Rising popularity of shim drinks is also said to have a positive impact on the market over the forecast period. Premiumization and graphic designing are expected to be the prominent trends influencing the alcoholic beverage packaging market, particularly in the developed countries including Germany and U.K. Glass products accounted for the largest revenue share in 2018 and will retain the dominant position over the forecast period. Glass materials have high demand as they are recyclable and sustainable.

However, plastic product segment is projected to witness the fastest CAGR owing to increasing adoption of Polyethylene Terephthalate (PET) bottles in alcohol packaging.



Rising focus of key companies on sustainable packaging is also likely to have a positive impact on the segment growth. For instance, in 2017, Triple Crown Distilling Co. introduced flexible pouches. In 2017, The Smirnoff Co. launched Smirnoff Ice Electric, an RTD alcoholic beverage packed in a resealable plastic bottle.

Alcoholic Beverage Packaging Market Report Highlights

In terms of revenue, Plastic material led the market with a revenue share of 32.1% in 2024.

Metal packaging is expected to register the second-fastest CAGR of 6.2% over the forecast period.

Bottle & jars dominated the market and held a revenue share of 55.9% in 2024 and the cans are expected to register a significant growth of 5.2% over the forecast period.

Asia Pacific alcoholic beverage packaging market dominated the global alcoholic beverage packaging market with a market share of 33.1% in 2024.

## **Companies Mentioned**

Amcor plc

Crown

**Amber Packaging** 

Berry Global Inc.

**Ball Corporation** 

Sonoco

Stora Enso

Graham Packaging

Mondi

Tetra Laval

WestRock Company

SIG



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