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Beer Packaging Market Size, Share & Trends Analysis Report By Material (Glass, Plastic, Metal), By Product (Bottles, Cans, Kegs), By End Use (Breweries, Restaurants & Bars, Liquor Stores), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Beer Packaging Market Growth & Trends

The global beer packaging market size is anticipated to reach USD 32.36 billion by 2030, registering a CAGR of 4.0% from 2025 to 2030, according to a new report by Grand View Research, Inc. The beer packaging industry’s growth is primarily driven by changing consumer preferences and lifestyle shifts that demand greater convenience and portability. The rise of on-the-go consumption has significantly boosted demand for canned beer, which offers superior portability compared to glass bottles. Craft beer enthusiasts have also influenced packaging trends, with many microbreweries adopting distinctive can designs and specialty bottles to differentiate their products on crowded shelves.

Sustainability concerns have emerged as a crucial driving force, with both consumers and regulators pushing for more environmentally responsible packaging solutions. Aluminum cans have gained significant traction due to their infinite recyclability and lower carbon footprint compared to glass bottles. Major breweries such as Carlsberg have committed to ambitious sustainability goals, including the development of fiber-based bottles and reduced plastic usage in packaging. The European Union's circular economy initiatives and similar regulations worldwide have accelerated the adoption of eco-friendly packaging materials, forcing beer manufacturers to innovate or risk losing market share to more environmentally conscious competitors.

Technological advancements in packaging materials and manufacturing processes continue to reshape the market landscape. Improved barrier coatings for cans have enhanced beer quality preservation, while lightweight glass technologies have reduced transportation costs for bottle manufacturers. Smart packaging technologies, including temperature-sensitive labels and QR codes for consumer engagement, are becoming increasingly common. Corona's addition of thermochromic labels that change color when the beer reaches optimal drinking temperature exemplifies how breweries are leveraging technology to enhance consumer experience and brand differentiation.

The expansion of e-commerce and direct-to-consumer sales channels has created new packaging requirements focused on shipping durability and brand presentation. The COVID-19 pandemic accelerated online beer sales, necessitating packaging solutions that can withstand shipping stresses while maintaining product integrity.

Beer Packaging Market Report Highlights

The glass material segment accounted for the largest market share of over 47.0% in 2024.

The metal material segment is expected to grow at the fastest CAGR of 4.5% during the forecast period.

Based on product, the bottles segment accounted for the largest market share of over 51.0% in 2024.

The cans segment, on the other hand, is projected to grow at the fastest CAGR of 4.5% during the forecast period.

Based on end use, the breweries segment dominated the beer packaging industry in 2024 by accounting for the largest revenue share of over 39.0%.

The restaurants & bars end use segment is expected to grow at the fastest CAGR of 4.5% over the forecast period.

Asia Pacific dominated the regional market with the largest revenue share of over 37.0% in 2024 and is projected to grow at the fastest CAGR of 4.6% from 2025 to 2030.

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South Korea’s beer industry is shifting toward clear glass bottles, driven by consumer demand for transparency and a modern image. The trend began in 2021 with OB’s Cass Fresh and was followed by Lotte’s Kloud Crush and Hite Jinro’s Terra Light. This packaging change appeals to younger, urban consumers and supports the rising popularity of light, lower-calorie beers.

Companies Mentioned

Ardagh Group
Amcor plc
ALPLA
Berry Global Inc.
Smurfit Westrock
TricorBraun
Crown Holdings, Inc.
CANPACK
WestRock Company
AGI glaspac
Gamer Packaging
P. Wilkinson Containers Ltd.
INOXCVA
THIELMANN
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