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Wine Packaging Market Size, Share & Trends Analysis Report By Material (Glass, Plastic, Metal, Paper & Paperboard, Other Materials), By Closure Type, By Capacity, By Packaging Format, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global wine packaging market size was valued at USD 6.8 billion in 2025 and is expected to grow from USD 7.2 billion in 2026 to USD 12.2 billion in 2033, at a CAGR of 7.8% from 2026 to 2033. Europe dominated the market, accounting for a revenue share of 46.6% in 2025. The market growth is primarily driven by the expanding wine industry, increasing demand for premium and convenient packaging formats, and the growing adoption of sustainable packaging materials.

Europe accounted for the largest market share of 46.6% in 2025, while Asia Pacific is expected to grow at the fastest CAGR of 8.6% over the forecast period, supported by rising wine consumption, expanding retail channels, and increasing adoption of modern packaging solutions.

The wine packaging industry is driven by the growing demand for effective, attractive, and convenient packaging solutions for wine products. Glass bottles remain the preferred packaging format, supported by their established use in wine packaging and suitability for premium product presentation. However, alternative formats such as cans, bag-in-box, pouches, and plastic bottles are gaining traction, providing manufacturers with greater flexibility in packaging design and product positioning.

Convenience and portability are increasingly influencing wine packaging choices, particularly with the rising adoption of smaller pack sizes and alternative formats. Packaging capacities below 375 mL are gaining attention, while metal cans and bag-in-

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box formats are expanding as practical solutions for single-serve, lightweight, and easy-to-handle wine products. These formats are also supporting broader product diversification across the market.

Sustainability is becoming an important consideration in wine packaging, encouraging the use of recyclable, lightweight, and material-efficient solutions. Paper and paperboard, metal, and flexible packaging formats are gaining interest as alternatives to conventional glass packaging. The shift toward diversified materials and packaging formats is expected to support innovation and expand sustainable packaging options across the wine industry.

Global Wine Packaging Market Report Segmentation

This report forecasts revenue growth at the global, regional & country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the wine packaging market report based on material, closure type, capacity, packaging format, and region:

Material Outlook (Revenue, USD Million/Billion, 2021 - 2033)

Glass

Plastic

Metal

Paper & Paperboard

Other Materials

Closure Type Outlook (Revenue, USD Million/Billion, 2021 - 2033)

Natural Cork

Technical Cork

Synthetic Cork

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- Screw Cap
- Glass Stopper
- Crown Cap
- Other Closures

Capacity Outlook (Revenue, USD Million/Billion, 2021 - 2033)

- Below 375 mL
- 375-750 mL
- 751-1,500 mL
- Above 1,500 mL

Packaging Format Outlook (Revenue, USD Million/Billion, 2021 - 2033)

- Glass Bottles
- Bag-in-Box
- Metal Cans
- Plastic Bottles
- Pouches
- Paper-Based / Carton Formats
- Kegs & Barrels
- Other Formats

Regional Outlook (Revenue, USD Million/Billion, 2021 - 2033)

- North America

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U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Asia Pacific

China

India

Japan

South Korea

Australia

Latin America

Brazil

Argentina

Middle East & Africa

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Saudi Arabia

UAE

South Africa

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