

# **Wine Packaging Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

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## **Abstracts**

The global wine packaging market size reached US\$ 3.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 4.3 Billion by 2028, exhibiting a growth rate (CAGR) of 5.0% during 2022-2028.

The wine packaging can be done in a variety of sizes, formats and materials which offer greater convenience while use, are economic, and improve the visual appeal of the product. The traditional glass bottles are most commonly used in the industry. Their new variants such as thinner echo-glass containers and etched glass bottles are also being preferred among the wine producers. The single-serve wine containers are also gaining a lot of traction worldwide as they offer more convenience than glass bottles. Market players are also using advanced graphics to improve the aesthetic appeal of wine packaging and expand their existing consumer base.

Rising on-premise wine consumption, especially among the young population, on account of inflating income levels, changing lifestyles and emerging socialization trends, represents one of the key factors stimulating the market growth. The escalating demand for premium wine variants in gourmet restaurants and luxury hotels is also contributing to the market growth. Apart from this, the integration of QR codes with wine labels and the introduction of double layer wine bottles are further influencing the market positively. Furthermore, the key players are introducing innovative packaging methods that are attractive, lighter, eco-friendly and sustainably produced. Other factors, such as easy product availability through online retail channels, increasing rate of internet penetration, product premiumization and the changing consumer preferences especially among the young and working professionals are also expected to drive the market in the coming years.

**Key Market Segmentation:**

IMARC Group provides an analysis of the key trends in each sub-segment of the global

wine packaging market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on material type and packaging type.

Breakup by Material Type:

- Glass
- Plastic
- Metal
- Paper Board
- Others

Breakup by Packaging Type:

- Bottles
- Bag-in-Box
- Aseptic Cartons
- Bulk Packaging (IBCs, Flexitanks and Drums)
- Others

Breakup by Region:

- North America
  - United States
  - Canada
- Asia-Pacific
  - China
  - Japan
  - India
  - South Korea
  - Australia
  - Indonesia
  - Others
- Europe
  - Germany
  - France
  - United Kingdom
  - Italy
  - Spain
  - Russia
  - Others
- Latin America
  - Brazil
  - Mexico
  - Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Amcor Limited, Ardagh Group, Ball Corporation, Encore Glass, G3 Enterprises, Guala Closures, International Paper, Maverick Enterprises Inc. (Sparflex SA), Owens-Illinois Group and Scholle Ipn Corporation.

Key Questions Answered in This Report:

How has the global wine packaging market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global wine packaging market?

What are the key regional markets?

What is the breakup of the market based on the material type?

What is the breakup of the market based on the packaging type?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global wine packaging market and who are the key players?

What is the degree of competition in the industry?

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