

Cider Packaging Market Report: Trends, Forecast and Competitive Analysis to 2031

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Abstracts

2 – 3 business days after placing order

Cider Packaging Trends and Forecast

The future of the global cider packaging market looks promising with opportunities in the beer plant and fruit manufacturer markets. The global cider packaging market is expected to reach an estimated \$4.3 billion by 2031 with a CAGR of 5.1% from 2025 to 2031. The major drivers for this market are the rising consumer demand for sustainable and eco-friendly packaging solutions and the increasing popularity of craft ciders and premium alcoholic beverages.

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Emerging Trends in the Cider Packaging Market

The cider packaging market is undergoing significant changes as brands adapt to new consumer preferences, technological innovations, and environmental pressures.

Emerging trends reflect a broader shift toward sustainability, convenience, and aesthetic appeal, reshaping how cider is packaged and marketed. These trends are not only influencing packaging designs but also driving the industry toward more sustainable and consumer-friendly solutions.

Sustainable Packaging Solutions: The shift toward sustainability is one of the most prominent trends in cider packaging. Brands are increasingly adopting recyclable materials, such as glass and aluminum, and biodegradable options like plant-based plastics. This trend is driven by consumer demand for environmentally responsible products and stringent regulations aimed at reducing plastic waste. By embracing sustainable packaging, cider brands can enhance their market appeal and align with global environmental goals.

Convenience Packaging: Convenience is a key trend impacting cider packaging, with an emphasis on easy-to-open, single-serve, and portable formats.

Innovations such as resealable pouches and lightweight cans cater to on-the-go lifestyles and offer practical solutions for consumers. This trend is particularly relevant in busy urban environments and among younger demographics who prioritize convenience without compromising quality.

Premium and Aesthetic Designs: Premium packaging designs are gaining traction, especially in markets like China and Japan, where product presentation plays a crucial role. Brands are investing in high-quality materials and elegant designs to differentiate their products and appeal to affluent consumers.

Features such as embossed labels, sophisticated color schemes, and unique bottle shapes enhance the perceived value and attractiveness of cider.

Smart Packaging Technologies: The integration of smart packaging technologies is becoming more prevalent in the cider market. Innovations such as QR codes, NFC tags, and augmented reality elements provide consumers with interactive experiences and product information. These technologies enhance engagement, enable traceability, and offer opportunities for marketing and promotions, catering to tech-savvy consumers and boosting brand loyalty.

Lightweight and Durable Materials: The use of lightweight yet durable materials, such as PET bottles and aluminum cans, is increasing in popularity. These materials offer cost advantages, ease of handling, and durability while maintaining product quality. They are particularly suited for emerging markets and situations where transportation efficiency and packaging robustness are critical.

The cider packaging market is evolving rapidly, with a clear focus on sustainability, convenience, and premium aesthetics. Emerging trends reflect a broader industry shift toward eco-friendly solutions, enhanced consumer experiences, and innovative technologies. As these trends continue to develop, they are reshaping how cider is packaged and marketed, driving brands to innovate and adapt to meet changing consumer expectations and environmental standards.

Recent Developments in the Cider Packaging Market

The cider packaging industry is reshaping the landscape, driven by technological advancements, consumer preferences, and sustainability initiatives. These

developments impact how cider is packaged, marketed, and perceived by consumers. The following outlines five key developments influencing the cider packaging market and their broader implications.

Eco-Friendly Packaging Materials: The adoption of eco-friendly packaging materials is a significant development in the cider market. Brands are increasingly using recycled glass, biodegradable plastics, and plant-based materials to reduce environmental impact. This shift not only addresses consumer demand for sustainable products but also helps cider producers meet regulatory requirements and improve their environmental footprint.

Innovation in Packaging Design: Innovations in packaging design, such as multi-functional closures and ergonomic shapes, enhance user experience and product functionality. These designs improve convenience, maintain freshness, and make the product more appealing on the shelf. For example, resealable cans and bottles with integrated pour spouts are gaining popularity, providing added convenience for consumers.

Advancements in Packaging Technologies: Technological advancements in packaging, including advanced sealing techniques and smart packaging features, improve product preservation and consumer engagement. Technologies like NFC tags and QR codes allow for better product tracking and interactive experiences, offering consumers additional information and enhancing brand engagement.

Growth of Premium Packaging Options: The rise of premium packaging options reflects a growing consumer interest in high-quality and aesthetically pleasing products. Premium designs, including embossed labels and custom bottle shapes, are becoming more common as brands seek to differentiate themselves and appeal to higher-end market segments. This trend is driving increased investment in sophisticated packaging solutions.

Expansion of Lightweight and Cost-Effective Formats: The expansion of lightweight and cost-effective packaging formats, such as PET bottles and aluminum cans, addresses the needs of cost-sensitive markets and improves logistics efficiency. These materials are durable, less expensive, and easier to transport, making them suitable for both domestic and international distribution.

Recent developments in cider packaging reflect a dynamic and rapidly evolving market. Eco-friendly materials, innovative designs, technological advancements, premium options, and cost-effective formats are shaping the industry. These developments are enhancing product appeal, meeting consumer demands, and addressing sustainability challenges, ultimately driving the cider packaging market toward a more innovative and responsible future.

Strategic Growth Opportunities for Cider Packaging Market

The cider packaging market is poised for significant growth due to evolving consumer preferences, technological advancements, and increasing demand for sustainability. Strategic growth opportunities across key applications are driving innovation and expanding market potential. These opportunities focus on enhancing consumer experience, improving sustainability, and leveraging new technologies. By capitalizing on these opportunities, cider brands can differentiate themselves, meet regulatory requirements, and attract a broader audience.

Sustainable Packaging Solutions: As consumers become increasingly eco-conscious, there is a strong growth opportunity in adopting sustainable packaging solutions. Brands can capitalize on this by using recyclable materials, biodegradable plastics, and compostable options. Implementing these solutions not only helps in meeting regulatory standards but also attracts environmentally aware consumers, enhancing brand loyalty and market share.

Smart Packaging Technologies: Integrating smart packaging technologies, such as QR codes and NFC tags, offers a growth opportunity to enhance consumer engagement and product traceability. These technologies provide additional product information, enable interactive experiences, and offer opportunities for personalized marketing. By adopting smart packaging, cider brands can differentiate themselves and improve consumer interactions, leading to increased brand loyalty.

Premium Packaging Formats: There is a growing demand for premium packaging formats that emphasize aesthetics and high-quality materials. Brands can leverage this by investing in sophisticated packaging designs, such as embossed labels and unique bottle shapes. Premium packaging not only enhances the product's visual appeal but also positions it as a luxury item, appealing to higher-end market segments and boosting overall sales.

Convenience and Portability: The demand for convenience and portability in packaging is increasing, driven by busy lifestyles and on-the-go consumption

trends. Opportunities exist in developing single-serve, resealable, and portable packaging options that cater to these needs. By offering convenient packaging solutions, cider brands can attract consumers seeking practicality and ease of use, expanding their market reach.

Innovation in Packaging Materials: Exploring new and innovative packaging materials, such as lightweight and durable options, presents a significant growth opportunity. Materials like PET bottles and aluminum cans offer cost advantages, ease of handling, and durability. Investing in material innovation can help cider brands improve logistics, reduce costs, and meet the needs of diverse market segments.

The cider packaging market is experiencing growth driven by strategic opportunities in sustainability, technology, premium formats, convenience, and material innovation. By leveraging these opportunities, brands can enhance consumer experience, meet environmental goals, and improve market positioning. These developments are shaping the future of cider packaging, leading to increased competitiveness and market expansion.

Cider Packaging Market Driver and Challenges

The cider packaging market is influenced by a range of drivers and challenges, including technological advancements, economic factors, and regulatory pressures. Understanding these factors is crucial for navigating the market effectively. Major drivers fuel growth by enhancing consumer appeal and operational efficiency, while challenges pose hurdles that require strategic management.

The factors responsible for driving the cider packaging market include:

Growing Consumer Demand for Sustainability: There is increasing consumer demand for sustainable and eco-friendly packaging solutions. This driver pushes cider brands to adopt recyclable and biodegradable materials, aligning with environmental concerns and regulatory requirements. Meeting these demands not only improves brand image but also opens up new market opportunities among eco-conscious consumers.

Technological Advancements: Technological advancements in packaging, such as smart packaging and innovative sealing techniques, are driving growth by enhancing product functionality and consumer engagement. These technologies offer benefits like better product traceability, interactive experiences, and improved preservation, helping brands differentiate themselves and attract tech-

savvy consumers.

Rising Popularity of Craft Cider: The growing popularity of craft cider has led to increased demand for unique and premium packaging solutions. This trend drives innovation in packaging design, allowing brands to create distinctive and attractive packaging that appeals to consumers seeking high-quality and artisanal products.

Expanding Distribution Channels: The expansion of distribution channels, including online retail and global markets, is a significant driver for packaging innovation. Brands need to adapt packaging to meet diverse logistical requirements and enhance shelf appeal in various retail environments, supporting market growth and reaching a broader audience.

Economic Growth in Emerging Markets: Economic growth in emerging markets, such as India and China, is driving increased consumption of cider and, consequently, demand for effective packaging solutions. This growth provides opportunities for market expansion and necessitates packaging innovations that cater to local preferences and economic conditions.

Challenges in the cider packaging market include:

Regulatory Compliance: Navigating complex and varying regulatory requirements across different regions poses a challenge for cider packaging. Compliance with packaging regulations, such as labeling standards and environmental regulations, requires ongoing investment and adaptation, impacting operational efficiency and costs.

Rising Packaging Costs: Rising costs of packaging materials and production can impact profit margins for cider brands. Economic factors such as fluctuating raw material prices and increased labor costs contribute to these rising expenses. Brands must find ways to manage these costs while maintaining packaging quality and innovation.

Environmental Impact of Packaging Waste: Despite advancements in sustainable packaging, the environmental impact of packaging waste remains a challenge. Addressing issues related to recycling and waste management requires continuous effort and innovation. Brands need to implement effective

strategies for reducing their packaging footprint and contributing to broader environmental goals.

The cider packaging market is shaped by key drivers, including sustainability, technology, and economic factors, which propel growth and innovation. However, challenges such as regulatory compliance, rising costs, and environmental impact require strategic management. Balancing these drivers and challenges is essential for brands to thrive in a competitive and evolving market, ensuring long-term success and sustainability.

List of Cider Packaging Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. Through these strategies cider packaging companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the cider packaging companies profiled in this report include-

Ardagh Packaging

Ball

Crown Holdings

Owens-Illinois

Ball Corporation

Allied Glass Containers

Can-Pack

Cider Packaging by Segment

The study includes a forecast for the global cider packaging market by type, application, and region.

Cider Packaging Market by Type [Analysis by Value from 2019 to 2031]:

Glass

Rigid Metal

Rigid Plastic

Others

Cider Packaging Market by Application [Analysis by Value from 2019 to 2031]:

Beer Plant

Fruit Manufacturer

Others

Cider Packaging Market by Region [Analysis by Value from 2019 to 2031]:

North America

Europe

Asia Pacific

The Rest of the World

Country Wise Outlook for the Cider Packaging Market

The cider packaging market has experienced notable transformations driven by evolving consumer preferences, technological advancements, and sustainability concerns. As cider's popularity grows globally, packaging innovations are crucial for enhancing product appeal, maintaining quality, and meeting environmental regulations. This sector is witnessing changes across key markets, including the United States, China, Germany, India, and Japan, where each region is adapting to local trends and demands. The following overview provides insights into recent developments in cider packaging within these major markets and highlights emerging trends shaping the industry's future.

United States: In the U.S., the cider packaging market is seeing a shift toward eco-friendly and innovative packaging solutions. There is increased adoption of recyclable and biodegradable materials, such as paper-based cartons and aluminum cans with improved sustainability profiles. Brands are also focusing on convenience with easy-to-open designs and single-serve options. Additionally, the rise of craft cider has led to more diverse packaging formats to differentiate products on the shelf and enhance consumer experience.

China: The cider packaging market in China is evolving with a focus on premiumization and high-quality aesthetics. As cider becomes more popular among Chinese consumers, there is a trend toward using glass bottles and elegant packaging to appeal to the higher-end segment. Additionally, there is growing interest in advanced packaging technologies like anti-counterfeiting features and smart packaging that enhance consumer engagement and product traceability.

Germany: In Germany, sustainability is a major driving force in cider packaging. The market is increasingly adopting eco-friendly materials such as recycled glass and biodegradable plastics. The focus is also on minimizing packaging waste and improving recyclability. German consumers are highly environmentally conscious, which is pushing brands to innovate with packaging solutions that align with sustainability goals while maintaining the high quality expected from premium cider products.

India: The cider packaging market in India is characterized by the growth of convenient and affordable packaging formats. The use of PET bottles and pouches is rising due to their cost-effectiveness and convenience. Additionally, there is a growing emphasis on lightweight and durable packaging to suit the Indian market's needs. As cider's popularity increases, brands are exploring ways to enhance packaging appeal while balancing cost and functionality.

Japan: In Japan, the cider packaging market is influenced by a blend of traditional and modern elements. There is a preference for sleek and minimalist designs that resonate with Japanese aesthetic values. The market is also seeing advancements in packaging technologies, including advanced sealing and preservation techniques that maintain product freshness. Japanese consumers' emphasis on quality and presentation is driving innovations in packaging to ensure both functional and visual appeal.

Features of the Global Cider Packaging Market

Market Size Estimates: Cider packaging market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2019 to 2024) and forecast (2025 to 2031) by various segments and regions.

Segmentation Analysis: Cider packaging market size by type, application, and region in terms of value (\$B).

Regional Analysis: Cider packaging market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different types, applications, and regions for the cider packaging market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the cider packaging market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

If you are looking to expand your business in this market or adjacent markets, then contact us. We have done hundreds of strategic consulting projects in market entry, opportunity screening, due diligence, supply chain analysis, M & A, and more.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the cider packaging market by type (glass, rigid metal, rigid plastic, and others), application (beer plant, fruit manufacturer, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

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