

Premium Beverage Packaging Market Forecasts to 2034 – Global Analysis By Material (Glass, Metal, Plastic, Paper & Paperboard, and Other Materials), Packaging Type, Beverage Type, Closure Type, Distribution Channel, End User and By Geography

<https://marketpublishers.com/r/P0FC0675BFE4EN.html>

Date: May 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: P0FC0675BFE4EN

Abstracts

According to Statistics MRC, the Global Premium Beverage Packaging Market is accounted for \$24.8 billion in 2026 and is expected to reach \$44.7 billion by 2034, growing at a CAGR of 7.6% during the forecast period. Premium beverage packaging is high-quality, aesthetically appealing, and functional packaging designed to enhance the perceived value of drinks such as wine, spirits, craft beer, and specialty beverages. It typically incorporates superior materials, innovative designs, and advanced printing techniques to create a distinctive brand identity. This packaging not only protects the product but also attracts consumers, conveys luxury, and elevates the overall drinking experience through visual and tactile appeal.

Market Dynamics:

Driver:

Surging demand for craft and artisanal beverages driving packaging upgrades

Consumers seeking elevated, experiential consumption now associate packaging quality directly with product authenticity and artisanal credentials. This premiumisation wave has compelled beverage manufacturers to invest in bespoke glass bottles, embossed metal cans, and tactile-finish labels that communicate exclusivity and craftsmanship. The expansion of direct-to-consumer channels and curated subscription boxes has further intensified expectations for packaging excellence. Brands leveraging

distinctive, shelf-impact packaging gain significant competitive advantages in an increasingly crowded global marketplace.

Restraint:

Regulatory pressures and evolving sustainability compliance requirements

The premium beverage packaging sector faces mounting regulatory pressure from governments implementing extended producer responsibility schemes, mandatory recyclability targets, and restrictions on certain packaging materials such as single-use plastics and non-recyclable composites. Compliance with these evolving frameworks requires considerable investment in reformulating packaging designs, sourcing alternative materials, and adapting production processes. For manufacturers operating across multiple jurisdictions, navigating divergent regional regulations adds complexity and cost. Smaller premium beverage brands with limited operational resources are particularly challenged by these obligations, which may divert investment from brand-building activities and constrain the pace of product innovation within the competitive premium segment.

Opportunity:

Smart and connected packaging technologies enabling consumer engagement

Near-field communication tags, QR codes, and augmented reality-enabled labels enable beverage brands to deliver immersive digital experiences directly through packaging. Consumers can access provenance storytelling, distillation processes, food pairing suggestions, and sustainability credentials at the point of interaction. These technologies also support anti-counterfeiting initiatives and enable precise supply chain tracking. As smartphone penetration deepens and consumer appetite for transparent, engaging brand narratives grows, smart packaging is positioned to become a defining feature of premium beverage identity and marketing strategy.

Threat:

Volatility in raw material costs and global supply chain disruptions

Premium beverage packaging manufacturers are exposed to significant threats from fluctuations in the costs of core raw materials including glass, aluminium, specialty papers, and petrochemical-derived plastics. Geopolitical tensions, energy price

instability, and logistical bottlenecks have periodically disrupted supply chains, causing delivery delays and cost escalations that erode manufacturer margins. For brands committed to maintaining premium quality standards, substituting lower-cost materials risks compromising brand equity and consumer perception.

Covid-19 Impact:

The outbreak of COVID-19 significantly influenced the premium beverage packaging market, creating both disruptions and new opportunities. Supply chain interruptions, raw material shortages, and reduced on-trade consumption initially slowed demand. However, the surge in at-home consumption and e-commerce boosted the need for high-quality, visually appealing packaging. Brands increasingly focused on sustainability and innovative designs to attract consumers. As a result, the market gradually recovered, driven by shifting consumption patterns and growing preference for premium, convenient packaging formats.

The glass segment is expected to be the largest during the forecast period

The glass segment is expected to account for the largest market share during the forecast period. Glass remains the definitive premium packaging material for wines, spirits, craft beers, and specialty non-alcoholic beverages, valued for its inert properties that preserve flavour integrity and its unrivalled aesthetic gravitas. The weight, clarity, and customisable shaping capabilities of glass bottles reinforce consumer perceptions of quality and authenticity. Strong consumer and regulatory preferences for recyclable materials further sustain glass adoption. Ongoing lightweighting innovations are addressing historical concerns around transport costs and carbon footprint.

The pouches segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the pouches segment is predicted to witness the highest growth rate. Premium stand-up pouches equipped with resealable closures and high-barrier laminate structures are gaining traction among innovative beverage brands targeting portability, waste reduction, and cost efficiency. Pouches offer significant material savings compared to rigid formats and deliver creative branding surfaces with sophisticated print quality. Their adoption spans premium wine, cold-brew coffee, functional beverages, and organic juices.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share, driven by its globally dominant wine, spirits, and craft beer industries concentrated across France, Italy, Germany, Spain, and the United Kingdom. European beverage brands consistently set global benchmarks for packaging sophistication, demanding the highest levels of material quality, design precision, and sustainability credentials. Stringent EU packaging regulations are spurring innovation in recyclable and refillable premium formats.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to rapidly expanding middle-class consumer base across China, India, South Korea, and Southeast Asian economies is driving unprecedented growth in premium beverage consumption. Rising urbanisation, evolving lifestyle preferences, and growing exposure to western beverage culture are translating into heightened demand for sophisticated packaging solutions. The proliferation of speciality cafes, premium supermarkets, and online gourmet retail channels is further stimulating consumption.

Key players in the market

Some of the key players in Premium Beverage Packaging Market include Amcor plc, Ardagh Group S.A., Crown Holdings, Inc., Ball Corporation, O-I Glass, Inc., Verallia SA, Gerresheimer AG, Vetropack Holding AG, Vidrala S.A., Saverglass SAS, Berlin Packaging, Tetra Pak International S.A., SIG Group AG, Orora Limited, and Visy Industries.

Key Developments:

In April 2026, Amcor has unveiled a new closure targeting applications such as mayonnaise, ketchup and sweet sauces. The 55 mm Flava Flip Top Closure 38/400 is a lightweighted upgrade compared to previous versions. The new generation of the 38/400 neck finish range is designed for circularity to help brand owners meet and exceed their sustainability goals.

Materials Covered:

Glass

Metal

Plastic

Paper & Paperboard

Other Materials

Packaging Types Covered:

Bottles

Cans

Cartons

Pouches

Kegs & Bulk Premium Containers

Other Packaging Types

Beverage Types Covered:

Alcoholic Beverages

Non-Alcoholic Beverages

Closure Types Covered:

Screw Caps

Cork Closures

Crown Caps

Flip-top Closures

Specialty Closures

Distribution Channels Covered:

Direct Sales (B2B)

Distributors & Wholesalers

E-commerce

End Users Covered:

Beverage Manufacturers

Craft Breweries & Distilleries

Luxury & Boutique Brands

Contract Packaging Companies

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL PREMIUM BEVERAGE PACKAGING MARKET, BY MATERIAL

- 5.1 Glass
- 5.2 Metal
- 5.3 Plastic
- 5.4 Paper & Paperboard
- 5.5 Other Materials

6 GLOBAL PREMIUM BEVERAGE PACKAGING MARKET, BY PACKAGING TYPE

- 6.1 Bottles
- 6.2 Cans
- 6.3 Cartons
- 6.4 Pouches
- 6.5 Kegs & Bulk Premium Containers
- 6.6 Other Packaging Types

7 GLOBAL PREMIUM BEVERAGE PACKAGING MARKET, BY BEVERAGE TYPE

- 7.1 Alcoholic Beverages
- 7.2 Non-Alcoholic Beverages
 - 7.2.1 Premium Bottled Water
 - 7.2.2 Functional Drinks
 - 7.2.3 Juices & Organic Beverages
 - 7.2.4 Carbonated Soft Drinks

8 GLOBAL PREMIUM BEVERAGE PACKAGING MARKET, BY CLOSURE TYPE

- 8.1 Screw Caps
- 8.2 Cork Closures
- 8.3 Crown Caps
- 8.4 Flip-top Closures
- 8.5 Specialty Closures

9 GLOBAL PREMIUM BEVERAGE PACKAGING MARKET, BY DISTRIBUTION

CHANNEL

- 9.1 Direct Sales (B2B)
- 9.2 Distributors & Wholesalers
- 9.3 E-commerce

10 GLOBAL PREMIUM BEVERAGE PACKAGING MARKET, BY END USER

- 10.1 Beverage Manufacturers
- 10.2 Craft Breweries & Distilleries
- 10.3 Luxury & Boutique Brands
- 10.4 Contract Packaging Companies
- 10.5 Other End Users

11 GLOBAL PREMIUM BEVERAGE PACKAGING MARKET, BY GEOGRAPHY

- 11.1 North America
 - 11.1.1 United States
 - 11.1.2 Canada
 - 11.1.3 Mexico
- 11.2 Europe
 - 11.2.1 United Kingdom
 - 11.2.2 Germany
 - 11.2.3 France
 - 11.2.4 Italy
 - 11.2.5 Spain
 - 11.2.6 Netherlands
 - 11.2.7 Belgium
 - 11.2.8 Sweden
 - 11.2.9 Switzerland
 - 11.2.10 Poland
 - 11.2.11 Rest of Europe
- 11.3 Asia Pacific
 - 11.3.1 China
 - 11.3.2 Japan
 - 11.3.3 India
 - 11.3.4 South Korea
 - 11.3.5 Australia
 - 11.3.6 Indonesia

- 11.3.7 Thailand
- 11.3.8 Malaysia
- 11.3.9 Singapore
- 11.3.10 Vietnam
- 11.3.11 Rest of Asia Pacific
- 11.4 South America
 - 11.4.1 Brazil
 - 11.4.2 Argentina
 - 11.4.3 Colombia
 - 11.4.4 Chile
 - 11.4.5 Peru
 - 11.4.6 Rest of South America
- 11.5 Rest of the World (RoW)
 - 11.5.1 Middle East
 - 11.5.1.1 Saudi Arabia
 - 11.5.1.2 United Arab Emirates
 - 11.5.1.3 Qatar
 - 11.5.1.4 Israel
 - 11.5.1.5 Rest of Middle East
 - 11.5.2 Africa
 - 11.5.2.1 South Africa
 - 11.5.2.2 Egypt
 - 11.5.2.3 Morocco
 - 11.5.2.4 Rest of Africa

12 STRATEGIC MARKET INTELLIGENCE

- 12.1 Industry Value Network and Supply Chain Assessment
- 12.2 White-Space and Opportunity Mapping
- 12.3 Product Evolution and Market Life Cycle Analysis
- 12.4 Channel, Distributor, and Go-to-Market Assessment

13 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 13.1 Mergers and Acquisitions
- 13.2 Partnerships, Alliances, and Joint Ventures
- 13.3 New Product Launches and Certifications
- 13.4 Capacity Expansion and Investments
- 13.5 Other Strategic Initiatives

14 COMPANY PROFILES

- 14.1 Amcor plc
- 14.2 Ardagh Group S.A.
- 14.3 Crown Holdings, Inc.
- 14.4 Ball Corporation
- 14.5 O-I Glass, Inc.
- 14.6 Verallia SA
- 14.7 Gerresheimer AG
- 14.8 Vetropack Holding AG
- 14.9 Vidrala S.A.
- 14.10 Saverglass SAS
- 14.11 Berlin Packaging
- 14.12 Tetra Pak International S.A.
- 14.13 SIG Group AG
- 14.14 Orora Limited
- 14.15 Visy Industries

List Of Tables

LIST OF TABLES

- Table 1 Global Premium Beverage Packaging Market Outlook, By Region (2023-2034) (\$MN)
- Table 2 Global Premium Beverage Packaging Market Outlook, By Material (2023-2034) (\$MN)
- Table 3 Global Premium Beverage Packaging Market Outlook, By Glass (2023-2034) (\$MN)
- Table 4 Global Premium Beverage Packaging Market Outlook, By Metal (2023-2034) (\$MN)
- Table 5 Global Premium Beverage Packaging Market Outlook, By Plastic (2023-2034) (\$MN)
- Table 6 Global Premium Beverage Packaging Market Outlook, By Paper & Paperboard (2023-2034) (\$MN)
- Table 7 Global Premium Beverage Packaging Market Outlook, By Other Materials (2023-2034) (\$MN)
- Table 8 Global Premium Beverage Packaging Market Outlook, By Packaging Type (2023-2034) (\$MN)
- Table 9 Global Premium Beverage Packaging Market Outlook, By Bottles (2023-2034) (\$MN)
- Table 10 Global Premium Beverage Packaging Market Outlook, By Cans (2023-2034) (\$MN)
- Table 11 Global Premium Beverage Packaging Market Outlook, By Cartons (2023-2034) (\$MN)
- Table 12 Global Premium Beverage Packaging Market Outlook, By Pouches (2023-2034) (\$MN)
- Table 13 Global Premium Beverage Packaging Market Outlook, By Kegs & Bulk Premium Containers (2023-2034) (\$MN)
- Table 14 Global Premium Beverage Packaging Market Outlook, By Other Packaging Types (2023-2034) (\$MN)
- Table 15 Global Premium Beverage Packaging Market Outlook, By Beverage Type (2023-2034) (\$MN)
- Table 16 Global Premium Beverage Packaging Market Outlook, By Alcoholic Beverages (2023-2034) (\$MN)
- Table 17 Global Premium Beverage Packaging Market Outlook, By Non-Alcoholic Beverages (2023-2034) (\$MN)
- Table 18 Global Premium Beverage Packaging Market Outlook, By Premium Bottled

Water (2023-2034) (\$MN)

Table 19 Global Premium Beverage Packaging Market Outlook, By Functional Drinks (2023-2034) (\$MN)

Table 20 Global Premium Beverage Packaging Market Outlook, By Juices & Organic Beverages (2023-2034) (\$MN)

Table 21 Global Premium Beverage Packaging Market Outlook, By Carbonated Soft Drinks (2023-2034) (\$MN)

Table 22 Global Premium Beverage Packaging Market Outlook, By Closure Type (2023-2034) (\$MN)

Table 23 Global Premium Beverage Packaging Market Outlook, By Screw Caps (2023-2034) (\$MN)

Table 24 Global Premium Beverage Packaging Market Outlook, By Cork Closures (2023-2034) (\$MN)

Table 25 Global Premium Beverage Packaging Market Outlook, By Crown Caps (2023-2034) (\$MN)

Table 26 Global Premium Beverage Packaging Market Outlook, By Flip-top Closures (2023-2034) (\$MN)

Table 27 Global Premium Beverage Packaging Market Outlook, By Specialty Closures (2023-2034) (\$MN)

Table 28 Global Premium Beverage Packaging Market Outlook, By Distribution Channel (2023-2034) (\$MN)

Table 29 Global Premium Beverage Packaging Market Outlook, By Direct Sales (B2B) (2023-2034) (\$MN)

Table 30 Global Premium Beverage Packaging Market Outlook, By Distributors & Wholesalers (2023-2034) (\$MN)

Table 31 Global Premium Beverage Packaging Market Outlook, By E-commerce (2023-2034) (\$MN)

Table 32 Global Premium Beverage Packaging Market Outlook, By End User (2023-2034) (\$MN)

Table 33 Global Premium Beverage Packaging Market Outlook, By Beverage Manufacturers (2023-2034) (\$MN)

Table 34 Global Premium Beverage Packaging Market Outlook, By Craft Breweries & Distilleries (2023-2034) (\$MN)

Table 35 Global Premium Beverage Packaging Market Outlook, By Luxury & Boutique Brands (2023-2034) (\$MN)

Table 36 Global Premium Beverage Packaging Market Outlook, By Contract Packaging Companies (2023-2034) (\$MN)

Table 37 Global Premium Beverage Packaging Market Outlook, By Other End Users (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

I would like to order

Product name: Premium Beverage Packaging Market Forecasts to 2034 – Global Analysis By Material (Glass, Metal, Plastic, Paper & Paperboard, and Other Materials), Packaging Type, Beverage Type, Closure Type, Distribution Channel, End User and By Geography

Product link: <https://marketpublishers.com/r/P0FC0675BFE4EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P0FC0675BFE4EN.html>