

Europe Spirit Glass Packaging Market Forecast to 2028 -Regional Analysis - by Capacity (Upto 200 ml, 200 ml to 750 ml, and above 750 ml), Color of Glass (Bare Glass, Colored Glass), and Application (Whiskey, Vodka, Rum, Wine, Beer, and Others)

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Abstracts

The Europe spirit glass packaging market was valued at US\$ 10,676.67 million in 2022 and is expected to reach US\$ 14,763.73 million by 2028. It is estimated to register a CAGR of 5.6% from 2022 to 2028.

Surge in Consumer Preference for Glass Packaging in Europe Spirit Glass Packaging Market

The consumption of spirits is continuously growing across the globe due to rising disposable income, growing favorable demographics, and changing consumer behavior. High demand for distinct cocktails has created a trend for premium liquor contained in distinct glass packaging. The product innovation of different types of spirits such as flavored liquors and development of bottled blended spirits are creating a demand for spirit glass packaging. Glass packaging design and type positively influences brand image, product differentiation, and product acceptability & preference. Moreover, the rising consumer preference for glass packaging has influenced spirit manufacturers to offer product differentiation through packaging design and innovative products for spirits. This is due to the availability of glass bottles with thick bases, embossing, and decoration, coupled with label design; all these features provide harmonized high-quality brand image and convey the brand or product story. Thus, a surge in consumer preference for glass packaging is driving the Europe spirit glass packaging market.

Europe Spirit Glass Packaging Market Overview

Europe Spirit Glass Packaging Market Forecast to 2028 -Regional Analysis - by Capacity (Upto 200 ml, 200 ml to...

The Europe spirit glass packaging market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The sales of spirit glass packaging in Europe expect to proliferate due to rapidly expanding offerings of premium spirit packaging by the key market players. Glass's recyclable and environmental benefits encourage brands and consumers to select glass packaging. With the premiumization of spirits, consumers demand attractive pack types; also, trends such as craft, mindful drinking, premium lifestyles, and intelligent packaging play an important role in the growth of the premium spirit glass packaging industry.

Exhibit: Europe Spirit Glass Packaging market Revenue and Forecast to 2028 (US\$ Million)

Europe Spirit Glass Packaging market Segmentation

The Europe spirit glass packaging market is segmented on the capacity, color, application, and country. On the basis of capacity, the Europe spirit glass packaging market is segmented into upto 200 ml, 200 ml to 750 ml, above 750 ml. The 200 ml to 750 ml segment registered the largest market share in 2022.

Based on color, the Europe spirit glass packaging market is further segmented into bare glass and colored glass. The colored glass segment registered a larger market share in 2022.

Based on application, the Europe spirit glass packaging market is further segmented into whiskey, vodka, rum, wine, beer, and others. The beer segment registered the largest market share in 2022.

Based on country, the Europe spirit glass packaging market is segmented into Germany, France, UK, Italy, Russia, and the Rest of Europe. Rest of Europe dominated the market share in 2022.

Ardagh Group SA, BA Glass BV, Gerresheimer AG, HEINZ-GLAS GmbH & Co KGaA, O-I Glass Inc, Toyo Glass Co Ltd, Verallia SA, Vidrala SA, and Vitro SAB de CV are the leading companies operating in the Europe spirit glass packaging market.

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