

# **Middle East & Africa Spirit Glass Packaging Market Forecast to 2028 – COVID-19 Impact and 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 Middle East & Africa spirit glass packaging market was valued at US\$ 881.28 million in 2022 and is expected to reach US\$ 1,106.35 million by 2028. It is estimated to register a CAGR of 3.9% from 2022 to 2028.

### **Rising Demand for Innovative and Custom Glass Packaging in Middle East & Africa Spirit Glass Packaging Market**

Spirit manufacturers across region are focused on investing significantly in innovative packaging solutions to attract a wider consumer base. The innovation in packaging includes distinct design, vibrant colors, detailed labeling, and sustainable packaging. Luxury consumers and whiskey collectors demand distillery upgrades, refurbishments, and novel designs while considering whiskey collection as a form of investment. According to a report published by Scotch Whisky Association in 2023, consumers are attracted to premiumization and high-quality spirits such as scotch whiskey, which is boosting exports of spirits from Scotland. Moreover, changing consumer behavior has prompted spirit manufacturers to increase the customization of bottles, provide innovative glass packaging, and focus on the brand story. Moreover, the consumer preference and demand for recycled glass packaging for spirits is rising due to increased awareness regarding environmental concerns and sustainability. Thus, the rising demand for innovative and custom glass packaging is expected to create lucrative

opportunities for the Middle East & Africa spirit glass packaging market during the forecast period.

## Middle East & Africa Spirit Glass Packaging Market Overview

Spirits glass packaging plays a significant role in increasing spirits purchases as the packaging assists in constructing brand equity and protects the products. The rising number of retail stores is driving the spirit glass packaging market in the Middle East & Africa. For instance, according to South Africa Food & Retailers, in June 2021, Spar's TOPS footprint covers 891 alcoholic beverage stores in South Africa. Shoprite owns 541 liquor stores as of June 2021, which offers a range of wine, spirits, beer, and local craft products, has 506 stores—out of which 264 are company-owned stores and 242 are franchise stores. In the 2021 financial year, the company opened 23 liquor stores. Pick n Pay also owns Boxer, which has 87 company-owned liquor stores. Boxer's liquor stores opened 17 new outlets in the 2021 financial year. Hence, the increasing number of retail shops selling alcoholic beverages increased sales of spirits and other alcoholic beverages. Therefore, the upsurge in alcoholic beverage consumption across the region and vendors operating in the industry supports the growth of the spirit glass packaging market.

## Middle East & Africa Spirit Glass Packaging market Revenue and Forecast to 2028 (US\$ Million)

### Middle East & Africa Spirit Glass Packaging market Segmentation

The Middle East & Africa spirit glass packaging market is segmented on the capacity, color, application, and country. On the basis of capacity, the Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa spirit glass packaging market is segmented

into South Africa and the Rest of Middle East & Africa. Rest of Middle East & Africa dominated the market share in 2022.

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

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