

Middle East & Africa Alcoholic Drinks Packaging Market: Current Analysis and Forecast (2025-2033)

<https://marketpublishers.com/r/M9C16737779EEN.html>

Date: December 2025

Pages: 100

Price: US\$ 3,999.00 (Single User License)

ID: M9C16737779EEN

Abstracts

The packaging of alcoholic drinks is important in safeguarding the product, communicating the brand, and enticing customers on the shelf. The bottles, cans, cartons, and kegs should maintain flavor, carbonation, and freshness, and meet legal requirements with regard to labelling and safety regulations. Graphics, color, and structure all pass quality information on designs, including heritage, craft, or innovation. The increased emphasis on sustainability is leading to lightweight glass, recycling, refill, and also environmentally friendly inks. The packaging also helps in responsible consumption by providing clear information about the alcohol content, ingredients, and the health warning of the products to establish a balance between the effects of marketing and the social and environmental responsibility. Limited edition campaigns can be flexible through the use of digital printing.

The Middle East & Africa Alcoholic Drinks Packaging market is set to show a growth rate of about 4.5% during the forecast period (2025- 2033F). The Middle East and Africa (MEA) alcoholic drinks market is undergoing steady growth, which is attributed to changing consumer tastes and preferences, a rising middle class, and a rise in tourism in the region. As urbanization is on the increase, especially in major markets such as the UAE, Saudi Arabia, and South Africa, the demand is growing for a wide range of alcoholic beverages. This has pushed the local producers as well as international brands to invest heavily in product innovation and a distribution network. Also, the emerging trend of high-end and artisanal drinks is transforming the market environment, as it has resulted in a pronounced need for high-quality packaging as well as high-quality ingredients. The governments and the private players are reacting to this and are tightening regulations and enhancing infrastructure to adapt to evolving consumer needs.

Based on material, the Middle East & Africa alcoholic drinks packaging market is segmented into glass, metal, plastic, and paper. Of these, glass has held a major market share due to ease of storage, manufacturing glass bottles, ease of supply chain, recyclability, etc. Additionally, glass bottles are less expensive to produce, which does not add up to the cost of the final product to a notable degree that could deter the end consumers. However, with the rise of beer and other premium spirits, metal packaging has also gained traction. Furthermore, as small packaging spirits have also gained traction in plastic and paper-based packaging, this is apt for reducing the cost.

Based on product, the Middle East & Africa alcoholic drinks packaging market is segmented into wine, spirits, beer, and others. This beer has held a sizeable market share. Due to ease of consumption, low alcohol percentage, etc., the category has been in high demand. Furthermore, due to being served as cold beverages better suited to hot and humid African and Middle Eastern regions, the category has also been at the center of demand. Considering all the aforementioned factors, the beer category is further anticipated to dominate and help build a robust demand for the packaging in the glass and metal can category.

For a better understanding of the market adoption of Middle East & Africa Alcoholic Drinks Packaging, the market is analyzed based on its presence in countries such as Saudi Arabia, UAE, Egypt, South Africa, Turkey, Israel, and the Rest of the Middle East & Africa. South Africa has held a significant market share in Middle East and Africa region because of the high consumption of alcohol, a growing sports and outdoor activity culture etc. Brewing and wine business is well established in the country and is backed by state-of-the-art filling, bottling, and labelling plants that are responsible for the constant demand of glass bottles, metal cans, closures, and shrink sleeves. The increase in urbanization and the middle class is also increasing the consumption of high-quality beer and ciders, as well as ready-to-drink cocktails. Moreover, robust retail and tourism industries instigate brands to invest in new, innovative, eye-catching, and sustainable packaging formats to differentiate the products and to meet the changing requirements of the regulations.

Some major players in the market include Ball Corporation, Crown Holdings Inc., Huhtamäki Oyj, Saudi Arabian Glass Co. Ltd, Saverglass SAS, Ardagh Group S.A., Middle East Glass Manufacturing Company SAE, Bonpak (Pty) Ltd, The National Company for Glass Industries (Zouja), and Majan Glass Company

SAOG.

Contents

1 MARKET INTRODUCTION

- 1.1. Market Definitions
- 1.2. Main Objective
- 1.3. Stakeholders
- 1.4. Limitation

2 RESEARCH METHODOLOGY OR ASSUMPTION

- 2.1. Research Process of the Middle East & Africa Alcoholic Drinks Packaging Market
- 2.2. Research Methodology of the Middle East & Africa Alcoholic Drinks Packaging Market
- 2.3. Respondent Profile

3 EXECUTIVE SUMMARY

- 3.1. Industry Synopsis
- 3.2. Segmental Outlook
 - 3.2.1. Market Growth Intensity
- 3.3. Country Outlook

4 MARKET DYNAMICS

- 4.1. Drivers
- 4.2. Opportunity
- 4.3. Restraints
- 4.4. Trends
- 4.5. PESTEL Analysis
- 4.6. Demand Side Analysis
- 4.7. Supply Side Analysis
 - 4.7.1. Collaboration & Investment Scenario
 - 4.7.2. Industry Insights: Leading Startups and Their Unique Strategies

5 PRICING ANALYSIS

- 5.1. Country Pricing Analysis
- 5.2. Price Influencing Factors

6 MIDDLE EAST & AFRICA ALCOHOLIC DRINKS PACKAGING MARKET REVENUE (USD MN), 2023-2033F

7 MARKET INSIGHTS BY MATERIAL

- 7.1. Glass
- 7.2. Metal
- 7.3. Plastic
- 7.4. Paper

8 MARKET INSIGHTS BY PRODUCT

- 8.1. Wine
- 8.2. Spirit
- 8.3. Beer
- 8.4. Others

9 MARKET INSIGHTS BY COUNTRY

- 9.1. Saudi Arabia
- 9.2. UAE
- 9.3. Egypt
- 9.4. South Africa
- 9.5. Turkey
- 9.6. Israel
- 9.7. Rest of Middle East & Africa

10 VALUE CHAIN ANALYSIS

- 10.1. Marginal Analysis
- 10.2. List of Market Participants

11 COMPETITIVE LANDSCAPE

- 11.1. Competition Dashboard
- 11.2. Competitor Market Positioning Analysis
- 11.3. Porter Five Forces Analysis

12 COMPANY PROFILES

- 12.1. Ball Corporation
 - 12.1.1. Company Overview
 - 12.1.2. Key Financials
 - 12.1.3. SWOT Analysis
 - 12.1.4. Product Portfolio
 - 12.1.5. Recent Developments
- 12.2. Crown Holdings Inc.
- 12.3. Huhtamäki Oyj
- 12.4. Saudi Arabian Glass Co. Ltd
- 12.5. Saverglass SAS
- 12.6. Ardagh Group S.A.
- 12.7. Middle East Glass Manufacturing Company SAE
- 12.8. Bonpak (Pty) Ltd
- 12.9. The National Company For Glass Industries (Zouja)
- 12.10. Majan Glass Company SAOG

13 ACRONYMS & ASSUMPTION

14 ANNEXURE

I would like to order

Product name: Middle East & Africa Alcoholic Drinks Packaging Market: Current Analysis and Forecast (2025-2033)

Product link: <https://marketpublishers.com/r/M9C16737779EEN.html>

Price: US\$ 3,999.00 (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/M9C16737779EEN.html>