

Wine Packaging Market Size, Share, and Outlook, 2025 Report- By Material (Paper, Plastic, Metal, Glass and Wood), Closure (Natural Cork Closure, Synthetic Cork Closure, Aluminum Screw Cap, Others), Packaging (Glass Bottles, Bag-In-Box Packaging, Plastic Bottles, Aseptic Cartons, Pouches, Aluminum Cans, Cups and Goblets, Kegs), and Companies, 2021-2032

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Abstracts

Wine Packaging Market Outlook

The global Wine Packaging market is expected to register a growth rate of 6.6% during the forecast period from \$9.8 Billion in 2024 to \$16.3 Billion in 2032. The Wine Packaging market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Wine Packaging segments across 22 countries from 2021 to 2032. Key segments in the report include By Material (Paper, Plastic, Metal, Glass and Wood), Closure (Natural Cork Closure, Synthetic Cork Closure, Aluminum Screw Cap, Others), Packaging (Glass Bottles, Bag-In-Box Packaging, Plastic Bottles, Aseptic Cartons, Pouches, Aluminum Cans, Cups and Goblets, Kegs). Over 70 tables and charts showcase findings from our latest survey report on Wine Packaging markets.

Wine Packaging Market Insights, 2025

The wine packaging market in 2025 is undergoing transformation driven by sustainability, convenience, and premiumization trends. Traditional glass bottles are

complemented by alternative packaging such as cans, bag-in-box, and PET bottles to meet consumer demand for lightweight, recyclable, and portable options. Innovations include smart packaging with QR codes, temperature indicators, and oxygen scavengers to enhance shelf life and consumer engagement. Sustainability initiatives focus on reducing carbon footprint through lightweight bottles and eco-friendly materials. Premium wines continue to rely on elegant glass packaging with artisanal labeling and closures such as natural cork or screw caps with advanced sealing. The market is highly influenced by regional consumer preferences, with Europe leading innovation, North America adopting alternative packaging rapidly, and emerging markets focusing on affordability. Regulatory compliance with food safety and recycling standards is critical. The wine packaging market in 2025 illustrates the intersection of tradition, innovation, and environmental consciousness in beverage packaging.

Five Trends that will define global Wine Packaging market in 2025 and Beyond

A closer look at the multi-million global market for Wine Packaging identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Wine Packaging companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Wine Packaging industry?

The Wine Packaging sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Wine Packaging Market Segment Insights

The Wine Packaging industry presents strong offers across categories. The analytical report offers forecasts of Wine Packaging industry performance across segments and countries. Key segments in the industry include By Material (Paper, Plastic, Metal, Glass and Wood), Closure (Natural Cork Closure, Synthetic Cork Closure, Aluminum Screw Cap, Others), Packaging (Glass Bottles, Bag-In-Box Packaging, Plastic Bottles, Aseptic

Cartons, Pouches, Aluminum Cans, Cups and Goblets, Kegs). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Wine Packaging market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Wine Packaging industry ecosystem. It assists decision-makers in evaluating global Wine Packaging market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Wine Packaging industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Wine Packaging Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Wine Packaging Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents

optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Wine Packaging with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Wine Packaging market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Wine Packaging market Insights Executives are most excited about opportunities for the US Wine Packaging industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Wine Packaging companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Wine Packaging market.

Latin American Wine Packaging market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Wine Packaging Markets New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Wine Packaging markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana,

Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Wine Packaging markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Wine Packaging companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Wine Packaging Corp. of America, Alucaps Mexicana, Amcor plc, Ardagh Group, Barat Etiquettes, Bevcap, Bonar Plastics, Collotype Labels International Proprietary, Corticeira Amorim SGPS, Crown Holdings Inc., DIAM Bouchage, Global Closure Systems, G3 Enterprises, Mala Verschluss Systeme, Nampak.

Wine Packaging Market Scope

Leading Segments

By Material

Paper

Plastic

Metal

Glass and Wood

By Closure

Natural Cork Closure

Synthetic Cork Closure

Aluminum Screw Cap

Others

By Packaging

Glass Bottles

Bag-In-Box Packaging

Plastic Bottles

Aseptic Cartons

Pouches

Aluminum Cans

Cups and Goblets

Kegs

Leading Companies

Wine Packaging Corp. of America

Alucaps Mexicana

Amcor plc

Ardagh Group

Barat Etiquettes

Bevcan

Bonar Plastics

Collotype Labels International Proprietary

Corticeira Amorim SGPS

Crown Holdings Inc.

DIAM Bouchage

Global Closure Systems

G3 Enterprises

Mala Verschluss Systeme

Nampak

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing

environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Collotype Labels International Proprietary
Corticeira Amorim SGPS
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