

# Alcoholic Drinks Packaging in India

September 2023

Table of Contents

## Alcoholic Drinks Packaging in India - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Strong growth for alcoholic drinks packaging in India post-pandemic

Glass bottles the dominant pack type in India

Diageo India phasing out mono cartons in its packaging

#### PROSPECTS AND OPPORTUNITIES

Sustainability is a growing concern among both consumers and companies in India

The 750ml size is expected to gain share in wine over the forecast period

## Alcoholic Drinks Packaging in India - Company Profiles

## Packaging Industry in India - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Dominant pack types losing share to alternatives that enjoy consumers' preference

Flexible packaging preferred in hot drinks for its convenience

Glass bottles dominate alcoholic drinks due to their association with premium quality

Customer-centric packaging prevails in beauty and personal care

Home care driving sustainability through refill packs

### PACKAGING LEGISLATION

India implements stringent plastic waste regulations

### RECYCLING AND THE ENVIRONMENT

Leading fmcg companies' initiatives to drive sustainability

Beverage companies reworking packaging to make it more sustainable

Table 1 - Overview of Packaging Recycling and Recovery in India: 2020/2021 and Targets for 2022

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/alcoholic-drinks-packaging-in-india/report](https://www.euromonitor.com/alcoholic-drinks-packaging-in-india/report).