



Alcoholic Drinks Packaging in Canada

August 2023

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Alcoholic Drinks Packaging in Canada - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rise of the craft alcohol industry fuels the demand for diverse and innovative packaging solutions
Signal 7 introduces paper-based packaging for its wine portfolio in Canada
Waterloo Brewing starts to use eco-friendly packaging for its line of beverages

PROSPECTS AND OPPORTUNITIES

Metal beverage cans expected to continue gaining share from glass bottles
Canadian brands prioritise eco-friendly packaging to meet consumer demand

Alcoholic Drinks Packaging in Canada - Company Profiles

Packaging Industry in Canada - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Sustainability concerns driving the use of paper in food packaging
Metal beverage cans a popular pack type in soft drinks
Wine-in-a-can trend driving the usage of metal beverage cans
Multi-purpose cosmetics containers aim to minimise packaging waste generation
Lightweight pouch packaging gaining share as refill packs become popular

PACKAGING LEGISLATION

Canadian government introduces regulations on single-use plastic packaging
Consultation underway on new plastic labelling regulations

RECYCLING AND THE ENVIRONMENT

Alternatives to plastic packaging making inroads across multiple categories
Biodegradable and compostable packaging becoming more widespread
Brands must embrace sustainability to retain consumer interest
Table 1 - Overview of Packaging Recycling and Recovery in Canada: 2020/2021 and Targets for 2022

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