

# Metal Packaging in Western Europe

February 2023

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Western Europe maintains its position as the largest market

Metal beverage cans remain the main pack type in Western Europe

Continuous increase throughout the forecast period despite the unusual spike in 2020

Metal beverage cans continue to gain share within overall metal pack volume unit sales

The UK leads metal beverage can sales in Western Europe

Solid growth for metal beverage cans across most Western European markets

No major changes across the least popular metal pack types

## TOP APPLICATIONS

Stronger at-home beverages consumption driving the growth of overall metal packaging

Beer and carbonates continue to boost sales of metal beverage cans

Metal food cans mainly present in shelf stable fruit and vegetables and processed food

Beauty and personal care leads the volume sales of metal aerosol cans

Higher diversity of closures in food packaging in comparison to other industries

Easy-open can ends remain the most popular closure in Western Europe

Beverages and food packaging offering more options in size bands than other industries

Convenience and affordability as key drivers behind consumers' pack size preferences

## FORECAST PROJECTIONS

Metal pack sales in beverages are likely to grow across all main Western European markets

Consumers' preference for convenient packs will boost metal can sales in beverages

Spain and Turkey are set to be the only two main markets showing future growth in foods

Lack of significant innovations hindering metal pack sales in foods

UK to headline fall in metal food packaging given fresh preference; Turkey holds best prospects

Germany as the main driver of metal pack sales in dog and cat food

Germany and the UK will maintain metal leadership in beauty and personal care

Spain's growth to mitigate the poor performance of the leading markets in home care

## COUNTRY SNAPSHOTS

France: Market Context

France: Pack Types by Top 10 Categories

Germany: Market Context

Germany: Pack Types by Top 10 Categories

Italy: Market Context

Italy: Pack Types by Top 10 Categories

Spain: Market Context

Spain: Pack Types by Top 10 Categories

Sweden: Market Context

Sweden: Pack Types by Top 10 Categories

Switzerland: Market Context

Switzerland: Pack Types by Top 10 Categories

Turkey: Market Context

Turkey: Pack Types by Top 10 Categories

UK: Market Context

UK: Pack Types by Top 10 Categories

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