



**Euromonitor
International**

Alcoholic Drinks Packaging in France

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

French alcoholic drinks packaging edges up in 2025 as glass holds firm amid soft wine demand

INDUSTRY PERFORMANCE

Glass bottles dominate alcoholic drinks packaging

Bag in box retains popularity as wine packaging

Glass reuse trials and the EU's PPWR drive the sustainability agenda

WHAT'S NEXT?

Metal beverage cans to maintain momentum in the short term

Differentiation via sustainability to push packagers' strategies

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- **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-france/report.