

# Alcoholic Drinks Packaging in Argentina

August 2023

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## Alcoholic Drinks Packaging in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Popularity of beer drives demand for beer packaging  
Metal beverage cans continue to gain share at the expense of glass bottles  
Chacabuco Chenin unveils eco-friendly reusable aluminium bottles for its wine

#### PROSPECTS AND OPPORTUNITIES

Growing demand for sustainability will see brand owners opt for eco-friendly packaging  
Major potential for portable packaging in alcoholic drinks packaging in Argentina

## Alcoholic Drinks Packaging in Argentina - Company Profiles

## Packaging Industry in Argentina - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
Flexible plastic popular in the food industry for its convenient and lightweight nature  
PET bottles dominate soft drinks packaging as they are affordable and recyclable  
Convenient and portable packaging dominates alcoholic drinks  
Smaller pack sizes preferred for beauty and personal care products  
Change in consumer behaviour impacts home care packaging

### PACKAGING LEGISLATION

Influence of Mercosur ban impacts dog and cat food packaging

### RECYCLING AND THE ENVIRONMENT

Sustainability concerns see companies innovating in their bottle packaging

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