

Alcoholic Drinks Packaging in the US

September 2023

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Alcoholic Drinks Packaging in the US - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs continue seeing positive growth in the US in 2022, despite the dynamic increases already seen in recent years

Carlsberg Group launches a bio-based and fully recyclable beer bottle in 2022

Paulaner Brauerei introduces new eco-friendly multipack packaging?

PROSPECTS AND OPPORTUNITIES

Metal beverage cans are forecast to gain pack share in the US

The 200ml pack size is expected to continue gaining share in whiskies in the US

Alcoholic Drinks Packaging in the US - Company Profiles

Packaging Industry in the US - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Thin wall plastic containers gaining share in meals and soups as they offer excellent barrier properties

Consumers prefer multipacks as they offer better value for money

Brands offer smaller pack sizes as they are suitable for on-the-go consumption

Cost-effectiveness is one of the main factors behind the usage of folding cartons

Eco-friendly pack types are gaining ground in home care packaging

PACKAGING LEGISLATION

Ban on single-use plastic increases the usage of sustainable packaging

RECYCLING AND THE ENVIRONMENT

Sustainability driving brands to invest in innovative packaging solutions

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

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