



Euromonitor
International

Crown Holdings Inc in Packaging

November 2024

Table of Contents

INTRODUCTION

Scope
Key findings

STATE OF PLAY

Crown's global footprint
2023: The state of play
M&A activity emphasises the strategic shift towards beverage cans

EXPOSURE TO FUTURE GROWTH

Beverage cans dominate metal packaging volumes
Evolving legislation accelerates environmental action from companies
Consumers think of packaging when they think of sustainability
Message on a bottle? Packaging plays a leading role in sustainability communication
The nature of Crown's business leaves it exposed to rises in aluminium and energy prices

BEVERAGES PACKAGING

Beverage cans are a popular choice across a wide range of drinks
Latin America leads the way in beverage can forecasts
Evolving occasions prompt diversification in pack sizes
Beverage cans: New formats and new occasions in alcoholic drinks
Plastic will continue to dominate bottled water, but cans are attracting attention
The rise of retail is a plus point for beverage can manufacturers

OTHER PACKAGING

Food cans: Premiumisation brings pros and cons for cans in pet food
Cost of living pressures hit aerosol volumes in North America

KEY FINDINGS

Executive summary

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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/crown-holdings-inc-in-packaging/report.