Euromonitor International

Beyond Beer and Soda: Cans and the Future of Beverages Packaging in the Americas

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THE FUTURE OF THE BEVERAGE CAN
Scope
Key findings
The 2020s will be a decade of major growth in metal beverage can usage
Cans increase their share of beer as Big Beer looks towards a diversified future
Cans tighten their hold of a stagnating carbonates category
Where is the growth beyond beer and carbonates?
The future of alcoholic RTDs is significant to the demand for beverage cans
Consumers remain packaging agnostic when it comes to sustainability
The decline in food cans shows how wellness trumps sustainability
Legislative support will be needed to push beverage packaging into full sustainability
Future legislation will help close the loop in regional laggards
The volatility of aluminium prices is a weakness for beverage cans
The slim can has become a way to communicate wellness
Life after Liquid Death: Lessons in can-based innovation
Conclusion: cans and the beverage industry of 2040

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beyond-beer-and-soda-cans-and-the-future-of-beverages-packaging-in-the-americas/report.