

Alcoholic Drinks Packaging in Argentina

Market Direction | 2022-10-10 | 9 pages | Euromonitor

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Report description:

The severe impact that COVID-19 and the measures to control its spread had on society and the overall economy saw growth in alcoholic drinks packaging unit volumes slow in 2020. The closure of on-trade establishments like restaurants, bars and clubs during lockdowns as well as home seclusion led to a sharp decrease in alcoholic drinks packaging used in this channel, although the on-trade accounts for a much smaller share of overall unit volumes than the off-trade.

Euromonitor International's Alcoholic Drinks Packaging in Argentina report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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ALCOHOLIC DRINKS PACKAGING IN ARGENTINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Strong bounce-back seen in the on-trade in 2021 after the shift to off-trade consumption in 2020

Aluminium cans becomes the main pack type in beer and is also increasingly used in wine

Glass bottles continues to dominate cider/perry packaging

PROSPECTS AND OPPORTUNITIES

Metal beverage cans will become the dominant pack type in beer

Positive growth expected over the forecast period, but on-trade will take some time to return to pre-pandemic sales levels

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