

## **Alcoholic Drinks Packaging in France**

Market Direction | 2022-10-07 | 10 pages | Euromonitor

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### **Report description:**

Alcoholic drinks was not performing particularly well in France prior to the arrival of COVID-19 in 2020, with beer and spirits the only categories posting positive total volume growth in 2019, and then only at very modest rates. Beer sales were being driven, to some extent, by the growing consumer interest in non-/low-alcohol beer, flavoured/mixed lager and craft beer in recent years.

Euromonitor International's Alcoholic Drinks Packaging in France 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 FRANCE

KEY DATA FINDINGS

2021 DEVELOPMENTS

On-trade starts to recover in 2021 after its sales slump a year earlier

Smaller pack types see rising popularity

Maison le Starr launches wine in metal beverages cans, while Francois Dubois uses a stackable cube-shaped bottle

PROSPECTS AND OPPORTUNITIES

Sustainability to grow in importance in the coming years

Packaging innovations in brandy and cider

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