

Alcoholic Drinks Packaging in India

Market Direction | 2022-10-07 | 12 pages | Euromonitor

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Report description:

During COVID-19 lockdowns in India, the Indian government deemed alcoholic drinks to be non-essential, meaning that production and sales via both the off- and on-trade channels therefore came to a temporary halt in 2020. The closure during lockdowns of food/drink/tobacco specialists and hotels, restaurants and bars limited consumer access to these products, with opportunities to socialise restricted anyway as consumers were mandated to stay at home. Packaging unit volumes therefore saw major dec...

Euromonitor International's Alcoholic Drinks Packaging in India 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 INDIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

On- and off-trade both see rebounds in 2021 after their sales slumps in 2020

RTDs growth offers another area of development for glass bottles

Corona launches biodegradable beer six-pack packaging

PROSPECTS AND OPPORTUNITIES

Sustainability increasingly important for consumers

Corona Cess tax encourages introduction of small pack sizes

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