

Wine Packaging Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The Global Wine Packaging Market is expected to grow at a CAGR of 2.65% over the forecast period. Some popular emerging trends expected to become regular in wine packaging are twist-off corks, bottle wraps, thinner eco-glass, laser-cut labels, etched glass, and shrink-wrap sleeves.

Key Highlights

The growing wine demand and evolving consumer behavior towards packaging aid the opportunities in wine packaging. Due to the increased competitiveness in wine markets, companies are now focusing on acquiring information about their customers' requests to cater to changing customer demand. Additionally, according to the International Organisation of Vine and Wine (OIV), in 2021, the United States was the most significant wine consumer in the world, with 33.1 million hectoliters, followed by France, Italy, and Germany, with 25.2, 24.2, and 19.8 million hectoliters respectively.

Additionally, with the rise of Italian wine production as the standard, new business opportunities are being created in this rapidly growing market. Also, Modern B2B Marketplace platform helps buyers and sellers identify new product sourcing opportunities with the best production experts from the top wine vineyards in Italy. This allows wine manufacturers to their online presence and marketing products, thus boosting their sales.

Also, while purchasing wine, consumers look for aspects such as a retail shelf, packaging, labeling, etc. This packaging protects and preserves the wine from within and is also used as a marketing tool. Wine packaging is a way to influence the customer's perception and, ultimately, acceptance of the product. With wine, the package appears to have a more significant influence over the consumer than other extrinsic cues such as brand name, price, etc.

Moreover, manufacturers are increasingly using innovative materials such as metal, cork, and rubber to make wine bottles stronger, recyclable, and resealable. Wine packaging manufacturers focus on reducing their environmental footprint and formulating highly eco-friendly and sustainable solutions for packaging.

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However, despite its strength, cardboard can be dented, crushed, or damaged under some conditions. Also, they are not waterproof and cannot withstand weather conditions like snow or rain, and they prove ineffective while keeping the product inside the box free from water and snow molecules.

Covid-19 impacted many organizations and enterprises outside the medical and emergency sectors, creating a ripple effect across the globe. Many industries, like wine packaging, were sterilized by the introduction of social distancing and lockdown on a global scale. The impacts of pandemic affected wine purchases. As per the study by Wittwer and Anderson, there was a reduction in the value of domestic consumption of wine by 14% due to the insurgence of the covid-19 virus in Western Europe. Further, the Russia-Ukraine war has an impact on the overall packaging ecosystem.

Wine Packaging Market Trends

Growing Consumption of Premium Wines

Alcoholic beverages dominate the glass bottles segment in the United States. A high percentage of distilled spirits and wines are packaged using glass containers, while in the beer segment, the rate of glass containers decreased significantly.

Also, the export value of bottled wine from Italy increased significantly between the first quarter of 2012 to the first quarter of 2022. After facing a decline slightly in 2020, the value of bottled wine exports returned to growth. It reached nearly EUR 2.6 billion (~USD 2.74 billion) in the first half of 2022, compared to EUR 1.7 billion (~USD 1.80 billion) in the first half of 2012, according to ISTAT. The growing export is expected to support the demand for the wine packaging market.

Alternative packaging has already seen a growing interest for several reasons, such as lighter materials, easier to ship, less likely to break, and still offering a bit of novelty for consumers. This creates an opportunity for recyclable plastic and aluminum to enter the market.

Additionally, the factor affecting the price of wine is the glass bottle. Reasons behind these broad price increases are equally diverse things such as labor issues, shipping issues, and since Russia's invasion of Ukraine, fuel costs. Not only does shipping heavy wine bottles require more fuel, but they're also energy-intensive. With oil prices reportedly up as much as 70% in the past year, wine manufacturers are looking for other packaging solutions for wine, such as Cans. For instance, in October 2021, Ball Corporation Argentina and Mosquita muerta wines presented Argentina's first canned sparkling wine.

North America to Account for a Major Share

Premiumization of wines in the United States is nearing maturity, and wine manufacturers are looking towards consumers that use the wine regularly instead of an occasional drink to toast. In addition, advances are spurred by surging disposable personal incomes and changing alcoholic beverage preferences among younger consumers. These changes include the preference for wine over beer among boomers and a larger share of boomers consuming wine daily than in other age groups. Also, according to Wine Institute, the Average wine consumption per United States resident has increased from 2.82 gallons in 2014 to 3.18 gallons in 2021.

Millennial and boomer demographics are already impacting the wine market, which has thrust the wine packaging market to look for new solutions. For instance, according to Silicon Valley Bank, the wine sales share of millennials in the United States was 19.8% compared to boomers, which was 47.3% in 2021. Also, to meet the demand from the US winemakers and other newcomers in the flourishing organic market, companies like Gallo Glass are investing in their facilities to service the Californian wine industry, which continues to grow steadily, and currently accounts for roughly 81% of the country's wine.

Due to the attractive wine market in the United States and the efforts made by the government to manufacture locally, local wine packaging providers are providing product innovations to attract customers. For instance, Ardagh Group is innovating its products,

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including options like its ECO Series collection, which achieves the same standards of technical and aesthetic quality as traditional bottles while resulting in transportation savings for wineries.

Moreover, the wine packaging is also supported by the growing sales of wine in Canada. According to StatCan, approximately 537.41 million liters of wine were sold in Canada in 2021, which increased from 527 million liters in 2020.

Wine Packaging Market Competitor Analysis

The wine packaging market is highly fragmented due to the large number of small players operating in regional markets and the mass of prominent players with a global presence. "Players are introducing innovative methods of packaging that are not only attractive but also eco-friendly." Major players are Amcor Limited, Ardagh Group SA, etc. Recent key developments in the market are as below-

July 2022: New wine brand "Juliet" "has launched its luxury boxed wines, which come in a cylindrical container called Eco-Magnum. Debuting with a 2021 Sauvignon Blanc and 2021 Grenache Rose, Juliet hails from a Certified California Sustainable Winery in the Happy Canyon of Santa Barbara AVA. The wine is housed in a first-to-market cylindrical container named the "co-Magnum, which holds two standard bottles of wine (1.5L). Developed by female entrepreneurs with women in mind, Juliet delivers an elevated day-to-day experience for discerning wine drinkers who prioritize sustainability.

June 2022: Packamama has collaborated with winemakers Accolade Wines and Taylors Wines on the Australian market launch of wine bottles made from 100% recycled and recyclable PET with a flatter profile that reportedly allows twice as many bottles to fit in a standard wine case, reducing carbon emissions linked with transit.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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