

## **Alcoholic Drinks Packaging in Argentina**

Market Direction | 2023-08-23 | 9 pages | Euromonitor

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### **Report description:**

The increase in beer packaging unit volumes in Argentina can be attributed to a notable shift in consumer preferences towards beer as their preferred alcoholic beverage due to the introduction of new flavours, styles and brands, leading to stronger demand for diverse types of beer packaging. In addition, the growth of the craft beer industry has contributed to a wider variety of beer packaging options. Breweries and beer brands have also adopted innovative marketing strategies, utilising visuall...

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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Growing demand for sustainability will see brand owners opt for eco-friendly packaging

Major potential for portable packaging in alcoholic drinks packaging in Argentina

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