

## **Alcoholic Drinks Packaging in Spain**

Market Direction | 2023-09-11 | 9 pages | Euromonitor

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### **Report description:**

In 2022, glass bottles remained the dominant packaging choice for alcoholic drinks in Spain. However, metal beverage cans had been growing in popularity over the review period. This was primarily due to the lightweight and portable nature of cans, which provide convenience for consumers, especially during outdoor activities and at events or venues with restrictions on glass bottles, allowing for on-the-go consumption. Moreover, their durability reduces the risk of breakage during transportation.

Euromonitor International's Alcoholic Drinks Packaging in Spain 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Metal beverage cans see increasing popularity over the review period

Splash Beverage Group introduces paper cans for its Pulpoloco Sangria brand

Plastic and screw-top closures are popular due to the dominance of glass bottles

PROSPECTS AND OPPORTUNITIES

Mahou San Miguel partners with Kronen to replace plastic with paperboard

Kegs expected to see strong growth in cider/perry

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