

Europe Metal Cans - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Europe Metal Cans Market size is estimated at USD 19.06 billion in 2024, and is expected to reach USD 21.27 billion by 2029, growing at a CAGR of 2.23% during the forecast period (2024-2029).

Key Highlights

- Metal cans' recyclable properties drive the market as making products from recycled metals uses less energy, reduces carbon emissions, and uses less water than raw materials. Some metals, especially aluminum, are so profitable to recycle that companies pay people and businesses for their used metal. According to Waste Care Corporation, recycled aluminum cans alone generate approximately USD 800 million annually. In Europe, companies are contributing to more sustainability by recycling aluminum.
- The capacity to recycle beverage cans is another advantage for the environment. Beverage cans are the recycling champions in Germany, where up to 99.1% of packaging is recycled. The aluminum can be repeatedly melted into new items, including bicycle frames and aircraft parts. The metal uses 95% less energy during multi-recycling than primary manufacture, ensuring the best recycling circuit. Metal cans are well-positioned for expansion in the European packaging industry due to their high recycling capacity and environmental benefits. The metal can packaging market is projected to grow as a sustainable and preferred option for packaging materials due to improved consumer awareness, regulatory backing, circular economy activities, brand reputation concerns, and chances for innovation.
- Due to growing environmental concerns, metal cans are increasingly preferred over plastic and glass containers. One of the main factors influencing the market examined in the area is the strong recycling potential of metal cans, the region's economic situation, and the low cost of canned foods. Metal is the most recycled packaging, with 73% of aluminum beverage cans and 85.5% of steel packaging recycled in Europe, according to metal packaging.
- However, the presence of alternate packaging solutions is restraining the market from growing, as the replacement possibility of polymer-based packaging materials, including polyethylene and polyethylene terephthalate (PET), is witnessing a challenge in the

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

metal can usage.

-Members of Metal Packaging Europe supported the strong measures taken by the national governments and the European Commission to stop the spread of the COVID-19 pandemic. They were committed to guaranteeing the supply of metal packaging, abiding by the strictest safety and hygiene rules for food & beverage, hygiene, medical, and other essential goods throughout Europe. Further, the Russia-Ukraine war includes an impact on the overall packaging ecosystem.

Europe Metal Cans Market Trends

Food Cans to Witness Significant Growth

- The United Kingdom is experiencing high demand for packaged food due to rising income, ease and convenience, and availability of canned food. Additionally, consumer trends, such as a preference for small-size and multi-pack packaging formats, support the volume growth of metal cans in the food sector of the United Kingdom.
- Furthermore, consumers demand food cans due to their low environmental impact and increasing environmental concerns. The high recyclability of metal cans is one of the significant drivers of the market studied.
- The growing European demand for certain dry fruits, including cashew nuts and almonds, is a good opportunity for local vendors. Ethnic grocery stores are amassing a steady and growing customer base since they offer a variety of food products from beyond the domestic market. Also, metal cans increase their shelf life by maintaining the freshness of the dry fruits and protecting them from harmful outer substances or reactions.
- The surge in consumer demand for convenience and healthier food because of the busy lifestyle, especially among the working-class people, product innovation, and a rise in quick-service restaurants are expected to drive the canned soup market in the United Kingdom.
- In addition, an increasing number of consumers are seeking vegan or plant-based products, and the growth of the online retail sector is expected to create lucrative opportunities for the market players.
- The German online grocery sector is forecast to increase from USD 1.3 billion in 2018 to USD 3.8 billion in 2023 at a compound annual growth rate of 23.2%. According to the IGD (Institute of Grocery Distribution), it will likely include the biggest relative growth. There will be an increase in demand for packaged foods and beverages as the German online grocery sector grows. It will increase demand for the metal cans used to package these goods. Food products like fruits, vegetables, soups, and beverages like soft drinks and beer are frequently packaged in metal cans. Increased product volume packaged in metal cans could increase demand for metal cans in the European market due to the expansion of the online grocery business.

United Kingdom to Hold Significant Market Share

- The United Kingdom is experiencing high demand for packaged food due to the rising incomes of the people, urbanization, changing lifestyles of the consumers, ease, and convenience in terms of the availability of canned food in the country. Additionally, consumer trends, such as a preference for small-size and multi-pack packaging formats, are supporting the growth of metal cans in the food sector across the United Kingdom.
- Due to consumer trends and preferences shifts, beverage cans are gaining momentum in specialty drink categories. Carbonated and flavored waters are successfully growing in cans. However, waters are discovering the potential of this pack, too. The progression of filling technology and know-how makes it feasible to pack vital drinks, such as wine, beer, water, carbonated drinks, etc., and keep them fresh and safe. This factor is expected to drive the beverage cans market.
- The cosmetic market in the United Kingdom is saturated with hair styling products, like serums, hair mousses, heat protection sprays, texture sprays, etc. The growing adoption of the products mentioned above due to the increasing customer purchasing

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

power is expected to drive aerosol cans. Continuously improving consumer lifestyles is backing the demand from the personal care and cosmetic industry.

- Most washing car owners in the United Kingdom use car polishes to protect them against scratches, bird droppings (corrosive substances), and car washing. Thus, the increasing number of cars on the road is expected to augment the automotive polishes, dyes, and lubricating grease cans.

- The third quarter of 2021 saw consumer spending on food and nonalcoholic beverages rise to GBP 28,917 million (USD 34,868 million), and the first quarter of 2022 saw it rise to GBP 29,150 million (USD 35,149 million). It will impact the expansion of the European metal cans industry. Changes in consumer spending patterns can reflect changing preferences for convenience foods and packaged foods. Metal cans offer convenience in storage, portability, and shelf stability, making them a popular packaging choice for many consumers. As consumer spending on food and beverages increases, the demand for convenient, edible, and easy-to-transport products may also increase. Metal cans fulfill these requirements, bringing them to the market at an affordable price and contributing to the growth of metal cans in Europe.

Europe Metal Cans Industry Overview

The barriers to exiting the market are high since the canned food manufacturers require a significant divestment of specialized assets, intensifying the competitive rivalry. Overall, the intensity of competitive rivalry in the market studied is high.

- January 2023- Ardagh Metal Packaging is expanding its extensive product portfolio for beverage brand clients by introducing a new 19.2 oz. (568 ml) beverage can. The new can size marks the first time an AMP 19.2 oz. (568 ml) and is anticipated to service significant growth in the single-serving channel.

- June 2022- Ball Corporation introduced the most environmentally friendly aluminum aerosol can, which contains only half the carbon impact of a typical can. It will support Ball's goal of achieving its science-based objectives for 2030 and net-zero emissions by 2050.

- June 2022- Crown Holdings Inc. stated that it would be constructing a 168,000 sq ft addition to the 355,000 sq ft plant currently being built at Commonwealth Crossing Business Centre to manufacture aluminum beverage cans. The corporation already committed to investing USD 145 million, and the expansion will increase by USD 20 million.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

4.1 Market Overview

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

4.2 Industry Attractiveness - Porter's Five Forces Analysis

4.2.1 Bargaining Power of Suppliers

4.2.2 Bargaining Power of Consumers

4.2.3 Threat of New Entrants

4.2.4 Threat of Substitutes

4.2.5 Intensity of Competitive Rivalry

4.3 Assessment of the Impact of COVID-19 on the Market

4.4 Market Drivers

4.4.1 High Recyclability Rates of Metal Packaging

4.5 Market Challenge

4.5.1 Presence of Alternate Packaging Solutions

5 MARKET SEGMENTATION

5.1 Material Type

5.1.1 Aluminum

5.1.2 Steel

5.2 Type

5.2.1 Food Cans

5.2.1.1 Vegetables

5.2.1.2 Fruits

5.2.1.3 Pet Food

5.2.1.4 Soups and Condiments

5.2.1.5 Other Food Cans (Baby Food, Dairy, Fruit/Vegetable Juices, Seafood, and Meat and Poultry Cans)

5.2.2 Beverage Cans

5.2.2.1 Alcoholic

5.2.2.2 Non-Alcoholic

5.2.3 Aerosol Cans

5.2.3.1 Personal care and Cosmetics

5.2.3.2 Household and Homecare

5.2.3.3 Other Aerosol Cans

5.2.4 Other Cans

5.3 Country

5.3.1 United Kingdom

5.3.2 Germany

5.3.3 France

5.3.4 Spain

5.3.5 Italy

5.3.6 Poland

5.3.7 Rest of Europe

6 COMPETITIVE LANDSCAPE

6.1 Company Profiles

6.1.1 Ball Corporation

6.1.2 Ardagh Group

6.1.3 Crown Holdings, Inc.

6.1.4 Silgan Holdings Inc.

6.1.5 CAN-PACK SA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

6.1.6 Massilly Holding SAS

6.1.7 Tecnocap Group

6.1.8 Tata Europe Ltd

7 INVESTMENT ANALYSIS

8 FUTURE OUTLOOK OF THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Europe Metal Cans - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com