

## Alcoholic Drinks Packaging in Australia

Market Direction | 2024-09-19 | 9 pages | Euromonitor

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### Report description:

In Australia, glass bottles continued to dominate total packaging volumes of alcoholic drinks in retail in 2023, particularly in wine and spirits. This dominance is rooted in the premium image that glass conveys, which is a crucial factor in a market in which quality and prestige are highly valued by consumers. Australia's wine industry, one of the largest globally, heavily relies on glass bottles, not just for their superior ability to preserve the taste and quality of the wine, but also for th...

Euromonitor International's Alcoholic Drinks Packaging in Australia 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 AUSTRALIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Glass bottles dominates alcoholic drinks packaging in Australia

Metal beverage cans gains share in imported lager, and remains popular in domestic lager

Kegs sees an increase in foodservice packaging volumes for dark beer and lager

#### PROSPECTS AND OPPORTUNITIES

375ml pack size expected to decrease for packaging domestic lager

700ml pack size expected to maintain dominance in packaging of spirits

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