

Alcoholic Drinks Packaging in Argentina

Market Direction | 2024-10-11 | 9 pages | Euromonitor

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Report description:

Traditionally, glass bottles was the leading pack type for beer in Argentina. Glass bottles have excellent barrier properties which protect the contents of the product from external factors such as moisture, air and light and help to maintain the beer's carbonation, while preventing oxidation. Glass does not interact chemically with the beer, so there is no risk of flavour contamination or alteration. In addition, glass bottles often give a sense of higher quality and premium experience compared...

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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ALCOHOLIC DRINKS PACKAGING IN ARGENTINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles loses further share to metal beverage cans as preferred pack type for beer

Shaped liquid cartons gain ground as wine packaging due to convenience

1,000ml pack size for beer offers better value proposition

PROSPECTS AND OPPORTUNITIES

Sustainability trends lead to innovative packaging solutions

Positive growth trajectory for RTDs to benefit associated packaging

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