

Alcoholic Drinks Packaging in India

Market Direction | 2024-09-19 | 10 pages | Euromonitor

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Report description:

Glass bottles remained the leading pack type in alcoholic drinks in India in terms of total packaging volumes in retail in 2023. However, PET bottles are increasingly favoured for packaging brandy and cognac, and fortified wine and vermouth in India, due to their cost-effectiveness, lightweight nature, and durability. In a market such as India, where distribution networks span across diverse geographies - from urban centres to remote villages - PET bottles offer a practical solution by being eas...

Euromonitor International's Alcoholic Drinks Packaging in India 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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ALCOHOLIC DRINKS PACKAGING IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Share of PET bottles rises for packaging alcoholic drinks such as brandy and cognac

Brick liquid cartons gains share of rum packaging in India

Glass bottles are popular for packaging imported lager and premium spirits

PROSPECTS AND OPPORTUNITIES

650ml and 330ml pack sizes expected to see growth in India in the forecast period

Sustainability is a growing concern amongst both consumers and companies in India

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