

Alcoholic Drinks Packaging in the Philippines

Market Direction | 2024-09-24 | 9 pages | Euromonitor

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Report description:

In 2023, beer continued to account for the most significant total packaging retail volumes within alcoholic drinks in the Philippines. Within beer, glass bottles remained the pack type to hold the most significant share of unit volumes. Although glass bottles continued to see an increase in its total packaging volumes in 2023, metal beverage cans gained share from glass bottles in beer packaging in the Philippines, due to the convenience this pack type offers. Unlike glass bottles, metal cans ar...

Euromonitor International's Alcoholic Drinks Packaging in Philippines 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 THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal beverage cans increasingly preferred for beer packaging due to convenience

Folding cartons increases its packaging volumes due to premium presentations in whiskies

330ml pack size gains share in alcoholic drinks packaging

PROSPECTS AND OPPORTUNITIES

Metal beverage cans set to increase as consumers move towards RTDs

Glass bottles will continue to dominate flavoured/mixed lager and spirits packaging, due to excellent barrier properties

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