

## Alcoholic Drinks Packaging in Mexico

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

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### Report description:

In 2023, metal beverage cans gained pack type share in terms of total packaging retail volumes in beer in Mexico, for reasons such as light weight, portability, and durability. These qualities make cans ideal for outdoor activities and social events, as cans can be easily stored in a cooler or carried in a bag without the risk of breakage. Their convenience and ease of use resonate particularly well with youngsters of legal drinking age, who value practicality. Moreover, metal beverage cans, whi...

Euromonitor International's Alcoholic Drinks Packaging in Mexico 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 MEXICO

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Metal beverage cans sees an upswing in beer due to durability and convenience

375ml gains share in sparkling wine due convenience and portion control

Metal beverage cans sees an increase in packaging volumes in RTDs due to shifting consumer demand

#### PROSPECTS AND OPPORTUNITIES

Glass bottles expected to rise in whiskies due to new product launches

Folding cartons expected to gain share due to durability and increased visual appeal

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