

Alcoholic Drinks Packaging in Ukraine

Market Direction | 2024-10-14 | 9 pages | Euromonitor

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Report description:

In 2023, 500ml glass bottles dominated the packaging of alcoholic drinks in Ukraine, including for beer, vodka, and craft spirits. The popularity of this format is due to tradition, consumer preferences, and demand for eco-friendly packaging. Brands such as Nemiroff, Lvivske, and Obolon have leveraged this format to offer a premium feel, while maintaining affordability. The 500ml size is considered ideal for social sharing, fitting well with Ukraine's drinking culture.

Euromonitor International's Alcoholic Drinks Packaging in Ukraine 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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500ml glass bottles continue to dominate alcoholic drinks packaging in Ukraine

Affordability drives the rise of 1,000ml composite containers

Alcoholic drinks industry sees a push for sustainable packaging

PROSPECTS AND OPPORTUNITIES

500ml pack size faces challenges due to evolving consumer trends

Rising costs set to lead to a decline in 330ml bottles of imported lager

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