

**Alcoholic Drinks Packaging in South Korea**

Market Direction | 2024-09-19 | 8 pages | Euromonitor

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**Report description:**

Beer remained by far the most popular alcoholic drink in South Korea in 2023, and metal beverage cans remained the dominant pack type for beer, accounting for more than 70% of total packaging volumes in retail. This meant metal beverage cans also dominated total packaging volumes in overall alcoholic drinks in retail in this year. The preference amongst South Korean consumers for metal beverage cans over glass bottles for beer can be attributed to the convenience that cans provide. Metal beverag...

Euromonitor International's Alcoholic Drinks Packaging in South Korea 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 SOUTH KOREA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Metal beverage cans continues to dominate alcoholic drinks packaging, due to the consumer preference for beer

PET bottles witnesses growth as a pack type for beer in larger pack sizes, owing to practicality considerations

Folding cartons gains popularity as secondary packaging for whiskies, along with an increased focus on branding

##### PROSPECTS AND OPPORTUNITIES

Brick liquid cartons expected to gain popularity as a pack type for spirits in smaller sizes, due to changing consumer preferences

HDPE bottles expected to emerge as a popular pack type for affordable rice wine, as this is a cost-effective pack type

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