

Africa Glass Bottles And Containers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Africa Glass Bottles And Containers Market size is estimated at 4.53 billion units in 2025, and is expected to reach 5.85 billion units by 2030, at a CAGR of 5.21% during the forecast period (2025-2030).

Key Highlights

- The increasing demand from consumers for safe and healthy packaging in Africa is driving the expansion of glass packaging across various end-user industries, including food and beverage, cosmetics, and pharmaceuticals. Advanced technologies for embossing, shaping, and adding artistic finishes enhance the appeal of glass packaging among end users. Additionally, the increasing preference for eco-friendly products and rising demand from the food and beverage sector contribute to the market's growth.
- Glass packaging remains one of the most traditional and trusted packaging materials. It continues influencing production trends, offering superior quality, durability, and sustainability. Food glass uniquely combines food safety with preservation, making it a highly sought-after material for brands to enhance their products. Food glass provides various packaging options, including different shapes, ring diameters, and accessories, suitable for diverse food and beverage products.
- Further, glass bottles and transparent containers offer a timeless, elegant design that appeals to consumers. The glass's transparency enhances the products' premium appearance, making them attractive on shelves and displays. These factors are expected to drive the growth of the African glass packaging segment during the forecast period.
- The African pharmaceutical industry is expanding, leading to increased demand for packaging for communicable and non-communicable disease treatments. This growth has resulted in a rising need for glass packaging in pharmaceutical manufacturing.
- Glass packaging protects medicinal products from damage, contamination, and environmental factors. The increasing demand for pharmaceutical drugs and medicines, coupled with technological advancements in the industry, directly drives the need for

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bottles, vials, and other glass packaging solutions.

- Sustainable packaging is increasingly influencing consumer purchasing decisions. This trend is expected to grow as awareness of environmental impacts from materials like single-use plastic and synthetic fibers increases. Countries are also implementing plastic-related legislation. For instance, in January 2024, Nigerian authorities addressed ecological degradation caused by plastic pollution. The Federal Ministry of Environment and the Lagos State government announced bans on single-use plastics.
- Glass is often described as an infinitely recyclable material, maintaining its quality, purity, and durability through repeated recycling. It can be broken down into glass cullets, which can be melted and reformed into new glass products. The higher recycling rate of glass used in packaging than other materials is driving the demand for glass packaging in African countries.
- The increasing consumer preference for safe and environmentally friendly packaging is driving the growth of glass packaging across various segments in Africa. Technological advancements, such as embossing, shaping, and artistic finishes, are enhancing the appeal of glass packaging. The increasing demand for eco-conscious solutions and increased consumption in the food and beverage sector are further stimulating Africa's glass packaging market.
- The market is also benefiting from heightened investments in research and development, leading to innovations in glass packaging. For instance, Coca-Cola Beverages Africa (CCBA), a franchise of the American multinational beverage company Coca-Cola, announced its plans to introduce new 1.25 L returnable glass bottles. This initiative aligns with the company's sustainability and transparency goals. The transition also supports Coca-Cola's vision to collect and recycle the equivalent of bottles or cans it sells by 2030 and to use 50% recycled content in all its packaging.

Africa Glass Bottles and Containers Market Trends

South Africa is Expected to Hold a Significant Share of the Market

- South Africa's rapid urbanization is driving the demand for diverse food and beverages. The country is shifting from traditional home-cooked meals and grocery shopping toward dining out and convenience foods. This transition is primarily driven by the rapid expansion of the middle-income group and the country's young demographic. As convenience stores, coffee shops, snack outlets, and the broader retail and hospitality sector flourish, the demand for glass bottle packaging is expected to rise significantly.
- South Africa's strategic location at the southern tip of Africa positions it as a gateway to the continent, benefiting businesses aiming to access other African markets and regional expansion. The country's well-developed logistics and transportation networks, including established sea routes, modern ports, and an extensive road and rail system, significantly facilitate global trade.
- These infrastructural advantages enable the efficient movement of goods, including glass products, within the country and international markets. This unique positioning supports the growth of South Africa's glass manufacturing sector and reinforces its role as a key regional trading hub. In addition, the country's proximity to major shipping lanes provides cost-effective access to global markets, making it an attractive base for glass manufacturers looking to serve African and international clients.
- South Africa's alcohol and non-alcoholic drinks market is on the rise, supported by surging retail and e-commerce sales. This upswing is largely attributed to consumers favoring convenience and the escalating popularity of online shopping platforms.
- In 2023, wine consumption in South Africa dipped marginally to 4.5 million hectoliters, marking a 1.8% decrease from its peak of 4.6 million hectoliters in 2022. This dip, albeit slight, underscores the robust demand in the alcohol market, particularly for glass packaging. As beverage consumption escalates, so does the need for packaging solutions, prominently glass bottles. Glass, favored for its ability to preserve taste and quality, is the go-to material for a wide array of beverages, spanning soft drinks, beer, wine, and spirits.
- Consumers in the country are increasingly conscious of packaging materials' environmental impact. Glass, being fully recyclable, is perceived as a sustainable option compared to plastics. This growing preference for eco-friendly packaging is expected to boost the demand for container glass. Government regulations and initiatives promoting sustainable practices further

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support this trend, encouraging manufacturers to adopt glass packaging solutions.

The Beverages Segment is Expected to Hold a Significant Share of the Market

- The rising beverage consumption in Africa has increased the demand for packaging solutions, including glass bottles. This trend is driven by population growth, urbanization, and changing consumer preferences across the continent. Glass remains a preferred packaging material for beverages such as soft drinks, beer, wine, and spirits, primarily due to its ability to preserve taste and quality. Additionally, glass bottles are recyclable and environmentally friendly, aligning with growing sustainability concerns. The beverage industry in Africa is also experiencing a shift toward premium and craft products, further boosting the demand for high-quality glass packaging. As a result, glass bottle manufacturers are expanding their operations and investing in new technologies to meet the demand in the region.
- The African beer and cider sub-segment is influenced by domestic production and imports, addressing varied consumer preferences. Glass bottles remain the preferred packaging choice in the African beverages segment, driven by perceptions of quality and sustainability. This preference is extreme in countries with established brewing traditions. Beer brands across Africa favor clear glass bottles, which showcase the beverage's color and clarity, enhancing consumer appeal. The diverse cultural and economic landscape of Africa contributes to regional variations in packaging preferences. However, the overall trend toward glass bottles continues to support the growth of the African container glass market, with local and international manufacturers expanding their presence to meet the increasing demand.
- Beer manufacturers are introducing new versions of their products in glass bottles, anticipating a positive market impact. This shift aims to enhance product appeal, sustainability, and consumer perception by leveraging the premium image associated with glass packaging. In February 2024, Heineken invested ZAR 2.3 billion (USD 0.12 billion) in its returnable bottle program in South Africa. This investment has more than doubled the company's share of returnable glass beer bottles, aligning with its goal to transition to 65% returnable glass bottles. This initiative supports Heineken's global commitment to achieving net-zero carbon emissions by 2040, a key component of its 'Brew a Better World' strategy.
- Retail sales of beverages in Morocco reached an estimated value of over USD 3.1 billion in 2020. This total comprised more than USD 2.7 billion in non-alcoholic beverage sales and nearly USD 442 million in alcoholic beverage sales. Projections indicate that by 2024, the retail sales value for non-alcoholic beverages is expected to reach approximately USD 3.1 billion, while alcoholic beverages exceed USD 513 million. The region's beverage market is experiencing growth, driven by increased retail and e-commerce sales. This trend is supported by rising consumer demand for convenience and the growing popularity of online shopping platforms.

Africa Glass Bottles and Containers Industry Overview

The African glass bottles and containers market is fragmented, with several global and regional players, such as Ardagh Group SA, Beta Glass PLC, Marsing & Co Africa (Pty) Ltd, and Milly Glass Works Ltd, contesting for attention in the market space. This market is characterized by low product differentiation, growing levels of product penetration, and high levels of competition.

- June 2024: Beta Glass PLC, a subsidiary of the Frigoglass Group and a prominent manufacturer of glass packaging solutions, crowns, and crates in West and Central Africa, introduced a French version of its website. This initiative aims to enhance its service to the extensive Francophone African market. The French website provides detailed information about Beta Glass' diverse range of glass containers and innovative solutions. It also highlights the company's commitment to environmental sustainability, showcasing its eco-friendly practices and recycling programs. This new platform enables French-speaking customers to access comprehensive information about Beta Glass' products and sustainability efforts.

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- February 2024: Ardagh Glass Packaging-Africa (AGP-Africa), a subsidiary of Ardagh Group, constructed a third furnace at its glass container production facility in Nigel, Gauteng, South Africa. The Nigel 3 (N3) expansion project, announced in 2022, follows the previous Nigel 2 (N2) expansion completed in the same year. With an investment of USD 80.39 million, the N3 project increased the site's capacity by 50%, making it the largest facility in AGP-Africa's network and Africa. This expansion boosted AGP-Africa's production capacity by 10%, enabling the company to meet growing customer demand for sustainable packaging solutions.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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