

Beer Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The Beer Packaging Market size is worth USD 24.88 Billion in 2025, growing at an 3.60% CAGR and is forecast to hit USD 29.70 Billion by 2030.

Key Highlights

- Beer packaging encompasses the technologies employed in the packaging process. It represents a crucial aspect of beer production, accounting for a significant portion of the overall value of the process. In recent years, the beer packaging market has experienced a surge in popularity due to innovative packaging solutions, a trend anticipated to have a considerable effect on the market. Additionally, increasing investments aimed at enhancing beer manufacturing are likely to further propel market growth.
- The beer packaging market is closely linked to the beer manufacturing industry. Over the last ten years, shifts in lifestyle preferences and the growing accessibility of beer worldwide have led to a notable increase in the importance of beer packaging. The rising demand for different beer sizes and the convenience of single-use consumption have made beer an attractive choice for a diverse array of consumers, consequently propelling the expansion of the beer industry and boosting market growth.
- The increasing consumer preference for high-quality beer is a key factor contributing to the expansion of the market. Premium beer is often presented in more appealing and robust packaging. There is a growing trend among consumers to seek out beers crafted from superior ingredients and featuring distinctive flavor profiles. This trend is fueling the need for packaging solutions that not only safeguard the quality of premium beer but also convey its upscale image to potential buyers.
- A notable trend in the industrial sector has been the movement from bottles to cans. This transition can be attributed to the enhanced accessibility of small canning lines for craft brewers, evolving consumer preferences, and specific supply chain challenges. Additionally, the rising popularity of craft beer is fueling the demand for high-quality beer packaging. Craft beer is generally produced in limited quantities and frequently features distinctive flavor profiles. Furthermore, growing investments aimed at enhancing the production capabilities of craft beers are anticipated to further stimulate market growth.

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- The increasing demand for craft beer across different areas is positively influencing the growth of the beer packaging market. Consumers are increasingly favoring craft beer produced by both small and large breweries. According to Kirin Holdings, China, the United States, and Brazil, recognized as the three foremost beer-consuming nations, collectively accounted for over 40% of global beer consumption. For example, within the US beer industry, valued at USD 116.9 billion, domestic beer held the largest share at 63.6%, followed by imported beer at 23.2%, and craft beer at 13.3% in 2023. Such factors are expected to drive the market.
- Moreover, a significant driver of market expansion is the emergence of premium beers presented in "smart packaging" and those that possess a "luxury" allure. Beyond smart packaging, there is a rising trend of resealable and collapsible or flat-pack packaging within the market, particularly in contexts where storage, retail dispensing, and transportation are critical, necessitating a proactive approach to meet the needs of outlets. Additionally, evolving style preferences and the growing affordability of beer globally are pivotal elements expected to boost the growth of the beer packaging market during the forecast period.
- Conversely, the growing consumer inclination toward wine may pose a challenge to the market. With the rising affordability of wine and other liquor products, this trend is anticipated to persist, leading to an increasing number of consumers gravitating toward these beverages. Modern consumers seek variety, quality, and authenticity, which compels winemakers to broaden their product lines and explore different grape varieties. These elements are likely to create challenges for the market.

Beer Packaging Market Trends

The Bottles Segment is Expected to Grow Significantly in the Future

- The beer packaging market is anticipated to witness substantial growth in terms of bottle usage. A significant number of consumers favor the taste and aesthetic appeal of beer presented in glass bottles. This preference arises from the fact that glass does not alter the flavors or aromas of the beer while also allowing consumers to appreciate its color and clarity. Additionally, glass bottles can be readily customized with labels and various branding elements, making them particularly effective for marketing.
- Glass bottles and jars effectively block light and oxygen, contributing to the preservation of beer quality. Consequently, glass remains the predominant material utilized in beer packaging. The primary elements influencing the segment are the cost benefits and various inherent characteristics of glass. In numerous countries, the market is experiencing substantial growth, largely due to the high level of accessibility from the perspective of end users.
- Glass bottles are widely regarded as the primary choice for beer packaging globally. The rising levels of beer production and consumption in regions such as Oceania, India, and the United States are anticipated to boost demand for this packaging segment. For example, according to data from Barth-Haas Group, in 2023, Australia emerged as the leading beer producer in the Australia/Oceania region, with a total output of approximately 14.3 million hectoliters, reflecting an increase of about 702 thousand hectoliters compared to the previous year.
- In recent years, consumers have increasingly adopted a critical stance, with sustainability concerns becoming paramount in the beverage industry. Plastics, in particular, have garnered a negative reputation, often unjustly. Consequently, the demand for PET bottles has risen considerably. Numerous companies are actively engaged in advancing PET technology. For example, owing to the expansion of the craft beer industry, Amcor collaborated with brewers to create appealing designs and cost efficiencies with PET bottles, all while ensuring compliance with shelf-life standards.
- The AIMPLAS Institute reported that there has been a notable shift in recent years toward the production of PET bottles featuring internal coatings, a development made possible by advancements in plasma-enhanced chemical vapor deposition (PECVD) techniques. These coatings, which range in thickness from 10 to 100 nanometers, enhance the oxygen and carbon dioxide barrier properties of PET packaging for beer while preserving the packaging's flexibility, transparency, stability with respect to the contained beverages, and its recyclability.

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- The acceptance of beer in PET bottles has been constrained by various factors, such as shelf life, barrier properties, and consumer preferences. Nevertheless, technological advancements have alleviated some of these concerns. Beer, being sensitive to oxygen, necessitates a high degree of carbonation. An increase in oxygen exposure diminishes the flavor, thereby impacting the beer's shelf life. Consequently, it is essential for PET bottles to provide an adequate barrier against oxidation. As a result, numerous companies are actively launching innovative products in the market.
- In April 2023, American Brew Crafts Pvt. Ltd (ABCL), an independent brewing company located in Hyderabad, unveiled a refreshed design for its flagship Blockbuster beer. The new packaging features an eye-catching sleeve adorned with vibrant colors and designs. Crafted from high-quality resin, this sleeve not only enhances the aesthetic appeal and tactile experience for consumers but also protects against sunlight, ensuring the beer retains its flavor while being easy to grip.

Asia-Pacific to Witness Significant Growth

- The beer packaging market in Asia-Pacific is largely influenced by evolving cultural trends, a burgeoning population, increasing urbanization, and the surging interest in beer among younger demographics. Due to significant investments and deeper market penetration of beer across various areas, this trend is anticipated to persist and expand, potentially enhancing the market. Additionally, the rise in disposable income among consumers in the region is contributing to a higher expenditure on beer and other alcoholic drinks.
- The popularity of craft beer is on the rise in the region as consumers seek distinctive and flavorful beer alternatives. This trend is driving the demand for specialized packaging solutions, including bottles and cans designed to meet the specific requirements of craft beer. In India, the growing market is fueled by urbanization and a rapidly expanding middle class, especially in urban centers like Mumbai and Bangalore. Similarly, the ASEAN region, particularly Singapore and Vietnam, is experiencing significant growth in both the production and consumption of craft beer.
- According to a report from Kirin Holdings, China is the leader in the beer industry, a status it has consistently held for the past two decades. Additionally, China is recognized as the largest beer producer globally. In 2023, the market saw the emergence of 7,000 new beer-related enterprises. Domestic beers accounted for 90% of the Chinese beer industry, with Snow Beer and Tsingtao being the most prominent brands. China has the fastest-growing beer industry in the world, and revenue projections indicate that it will reach USD 124.2 billion by 2024. These developments are anticipated to significantly boost the market.
- A significant trend observed in the Indian beer market is the emergence of craft breweries and the growing appeal of craft beers. This transition toward craft beer has exposed Indian consumers to a wide array of styles, such as IPAs, stouts, wheat beers, and fruit-infused varieties. As reported by Budweiser, India is the fourth-largest beer market worldwide for the brand. By the end of the first half of 2023 (January to June), compared to the overall performance in 2022, the company experienced a 20% increase in business. Such elements are anticipated to contribute to the expansion of the market in the region.
- With the increase in investments, beer start-ups in India are broadening their operations and introducing new products to meet the demands of a market characterized by rising disposable incomes and diminishing societal stigma associated with alcohol consumption. According to the financing platform GetVantage, the Indian beer market is anticipated to reach INR 41,470 crore (USD 4.9 billion) in 2023, with projections indicating an increase to INR 78,120 crore (USD 9 billion) by 2032. This trend presents a significant opportunity for entrepreneurs as well as both domestic and international beer brands, enhancing market growth prospects in the region.
- The growth of the craft beer industry in Japan is steadily encroaching on market share, indicating that premium beer is increasingly integral to the country's drinking culture. As reported by the EU-Japan Center, Japan ranks as the seventh-largest beer consumer globally. Although it entered the market later than other countries, two of Japan's major breweries have emerged as significant competitors on the international stage. Additionally, regulatory bodies are relaxing the rules and licensing processes for craft breweries while offering financial support and tax benefits. These developments are anticipated to enhance market prospects for companies involved in beer packaging.

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Beer Packaging Industry Overview

The beer packaging market is competitive, owing to the presence of various international and domestic manufacturers. The market is fragmented, with vendors competing in terms of price, capacity, volume, product quality, and technological innovation. Some of the major players in the market include Amcor Limited, Ardagh Group SA, and Ball Corporation.

Additional Benefits:

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

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