

## **Latin America Beer Cans - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Latin America Beer Cans Market size in terms of shipment volume is expected to grow from 19.74 billion units in 2025 to 25.55 billion units by 2030, at a CAGR of 5.29% during the forecast period (2025-2030).

The beer cans industry has seen significant growth, driven primarily by changing customer preferences for diverse tastes and flavours in beer. Lightweight and durable, aluminium cans outshine glass bottles in transport ease. Modern urban consumers in Latin America gravitate towards these cans, drawn by their convenience for outdoor activities, parties, and gatherings.

#### **Key Highlights**

- The adoption of sustainability with environmental measures is expected to drive the market. Cans are permitted in many places where bottles are typically not allowed, such as beaches, pools, parks, campgrounds, ballparks, golf courses, boats, etc. Cans are 100-percent recyclable with other benefits such as much lighter than bottles, and requiring less fuel to ship them, whether empty or filled, is an added advantage. An empty 12-ounce bottle weighs about 7 ounces, whereas an empty can weighs only about a half-ounce.
- Brazil's government plays a significant role in boosting local beer manufacturing. For instance, in June 2024, Brazil inaugurated its largest malt production facility, Maltaria Campos Gerais. Situated on PR-151, between Ponta Grossa and Carambei, this advanced plant is primed to cater to roughly 20% of the nation's malt requirements. Boasting a robust annual production capacity of 240,000 tons, the facility stands ready to make a substantial impact on Brazil's brewing sector.
- Further, the growing environmental concern in Mexico is forcing beer companies to adopt plastic-free cans. Grupo Modelo, a significant player in Mexico's beer brewing, distribution, and sales, has recently allocated approximately USD 4 million towards a sustainable packaging initiative in collaboration with WestRock and Grupo Gondi. Their fibre-based CanCollar Eco product is set to eradicate plastic rings in Mexico, commencing in Quintana Roo, thereby eliminating 12 million plastic rings yearly.

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- However, consumers' preference for wine might challenge the market due to the increasing affordability of wine and liquor products. This shift is expected to continue, making more consumers shift towards these commodities. For instance, according to Jefferies & Company, the Brazilian alcoholic beverage market is expected to be around USD 121 billion in 2027, accounting for less than half of the US alcohol market.
- Moreover, the ongoing Russia-Ukraine conflict has significantly influenced the growth of the studied market. As a leading global aluminium producer, Russia's output has faced disruptions due to economic sanctions targeting its metal exports. This affects the availability of raw materials needed for manufacturing beer cans in Latin America.

## Latin America Beer Cans Market Trends

### Aluminium Can to Hold a Significant Share in Brazil

- Aluminium cans boast high recyclability, with recycling processes consuming notably less energy than new aluminium production. Countries in Latin America, such as Brazil and Mexico, have established robust recycling systems, enhancing aluminium's eco-friendliness. This resonates with environmentally conscious consumers and aligns seamlessly with global sustainability trends.
- Moreover, aluminium cans are lightweight, easily transportable, and more durable than glass bottles. As a result, consumers are increasingly gravitating towards cans for convenience, particularly during outdoor activities, parties, and gatherings. This portability makes cans especially attractive to the contemporary urban demographic in Latin America. With a rising trend in on-the-go consumption, the demand for canned beverages is surging. Furthermore, aluminium cans are chosen for their user-friendliness in public spaces, events, and festivals, which are integral to Latin American culture.
- Leading beverage companies across Latin America are embracing sustainable practices. By choosing aluminium cans, these organizations advance their corporate social responsibility (CSR) objectives and work towards minimizing their carbon footprint, further propelling the demand for this packaging format. In addition, CROWN Embalagens S.A., a Brazilian subsidiary of Crown Holdings, Inc., has its sixth beverage can plant in Brazil. Its two-line facility produces two-piece aluminium cans in multiple sizes and has an annual capacity of 2.4 billion cans.
- As urban populations grow and lifestyles become more fast-paced, canned beer is increasingly preferred for its ease of use. As income levels rise, consumers seek more convenient and premium packaging options. This has further fueled the demand for beer cans in Brazil, aligning with the beverage sector's premiumization trend. According to the World Bank, in 2023, Brazil's national gross income per capita amounted to around USD 9,070, an increase from 8,240 dollars per person in the previous year.

### Brazil is Expected to Witness a Significant Market Growth

- Brazil's large population boasts a deep-rooted culture of beer consumption. Beer is a staple beverage, prominently featured in social settings, festivals, and significant events such as Carnival and football matches. This consistent demand for beer, in turn, fuels the need for packaging, with cans capturing a substantial portion of the market. According to Banco do Nordeste, beer consumption in Brazil was forecast to reach nearly 11.3 billion litres by 2024, up from the estimated 10.8 million a year earlier.
- In addition, Brazil has one of the highest aluminium recycling rates in the world, recycling over 90% of its aluminium. This well-established recycling system makes aluminium cans an environmentally friendly option that appeals to consumers and businesses.
- Owing to increased consumption, beer manufacturers are increasing production in Brazil. The result is the growing number of manufacturing plant projects for the region's market vendors. For instance, in March 2023, Heineken unveiled a BRL 1.5 billion (USD 300 million) investment to boost production capacity in two of its breweries in Northeast Brazil. This strategic move is set to

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cater to the rising demand, especially for premium beers and single-malt brands, including Heineken, Amstel, and Devassa.

- Over the past decade, Brazil's craft beer market has experienced significant growth. Craft brewers are increasingly favouring aluminium cans over traditional glass bottles. Cans offer superior preservation of beer freshness, shielding it more effectively from light and oxygen. As a result, this burgeoning craft brewing scene is driving up the demand for beer cans.

## Latin America Beer Cans Industry Overview

The Latin America beer cans market is consolidated. Few prominent players have potentially high market share in can production that caters to the overall market, which includes Ball Corporation? , CCL Container Inc, Crown Holdings, Inc.?, etc.

### Additional Benefits:

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

### Table of Contents:

#### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

#### 4 MARKET INSIGHTS

- 4.1 Market Overview
- 4.2 Industry Attractiveness - Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Threat of Substitutes
  - 4.2.5 Intensity of Competitive Rivalry
- 4.3 Industry Value Chain Analysis
- 4.4 Impact of Key Macroeconomic Trends on the Market

#### 5 MARKET DYNAMICS

- 5.1 Market Drivers
  - 5.1.1 Growing Environmental Concern
  - 5.1.2 Increasing Local Beer Production
- 5.2 Market Challenges
  - 5.2.1 Preference of Consumers For Wine

#### 6 MARKET SEGMENTATION

- 6.1 By Packaging Type
  - 6.1.1 Aluminium Can
  - 6.1.2 Steel/Tin Can

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## 6.2 By Country

### 6.2.1 Brazil

### 6.2.2 Mexico

### 6.2.3 Argentina

### 6.2.4 Colombia

### 6.2.5 Rest of Latin America

## 7 VENDOR MARKET SHARE

## 8 COMPETITIVE LANDSCAPE

### 8.1 Company Profiles

#### 8.1.1 Ball Corporation

#### 8.1.2 Crown Holdings, Inc.

#### 8.1.3 Anheuser-Busch Packaging Group Inc.

#### 8.1.4 CCL Container Inc.

#### 8.1.5 Ardagh Group

## 9 INVESTMENT ANALYSIS

## 10 FUTURE OF THE MARKET

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