

## **Mexico Glass Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

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### **Report description:**

The Mexico Glass Packaging Market size is worth USD 2.48 Billion in 2025, growing at an 4% CAGR and is forecast to hit USD 3.01 Billion by 2030.

The country's glass packaging market has grown significantly, driven by demand from diverse end-user industries. As consumers increasingly lean towards eco-friendly choices, the shift towards sustainable packaging solutions reshapes market dynamics.

#### Key Highlights

- Mexican companies are eyeing high-quality, innovative options, especially as they seek to adopt new technologies. Furthermore, the rising demand for safer, healthier packaging propels market expansion. Glass bottles, cherished for their heritage and premium appeal, dominate the packaging landscape. Urbanization and rising disposable incomes have been catalysts for this growth. Premium packaging enhances brand satisfaction and increases the likelihood of repurchase and recommendations.
- The glass industry caters to various sectors, offering packaging solutions for food, beverages, perfumery, cosmetics, and pharmaceuticals. Glass packaging is trusted for its health, taste, and environmental safety benefits, ensuring product freshness and security over extended periods. Moreover, the appeal of high-quality, innovative options positions Mexican companies favorably in pursuing new technologies, further fueling market growth.
- Industry players in Mexico's glass sector are optimistic about its long-term trajectory. Key growth drivers include Mexico's strategic geographic positioning, its engagement in free trade agreements, and the active participation of numerous international firms. Data from the International Trade Center (ITC) highlights the country's robust export activities. Over the decades, Mexico's proximity to the U.S. has been a boon for its container glass industry. The North American Free Trade Agreement (NAFTA) has streamlined logistics and supply channels, seamlessly connecting Mexico, Canada, and the U.S.
- Health-conscious trends are rising, with beverages leaning towards low-calorie and reduced-sugar options. These shifts cater to

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individual choices and mirror a societal move towards holistic well-being. Consequently, as spirit and alcohol manufacturers innovate to align with these health-centric demands, market growth is set to accelerate.

- However, the market also witnesses challenges, as glass packaging is fragile and demands meticulous handling during operations and logistics. Its weight and bulkiness further complicate matters, rendering it less suitable for long-distance transport.

## Mexico Glass Packaging Market Trends

### Glass Bottles and Containers Expected to Witness Significant Growth

- Mexico emerged as one of the quickest-developing container glass industries in the South Americas in the last few years. Spurred by the boom in the Mexican non-alcoholic beverage enterprise and growing exports to the US, the glass industry has made significant visible investments and ability expansions in the country.
- Mexico's deep-rooted tradition in crafting alcoholic beverages has made glass containers a staple product in the country. This heightened demand for glass containers has spurred notable expansion in Mexico's glass manufacturing sector, witnessing swift advancements. With a primary focus on alcoholic beverages like beer, wine, and spirits, the demand for glass products in Mexico remains robust.
- Consumer trends in Mexico are rapidly changing regarding new products that match unique lifestyles, including energy and sports drinks. In Mexico, the packaging industry benefitted from the increase in the demand for beer and provided standardized, custom-designed packaging. This well-known packaging is critical for the developing microbrewery segment, which requires distinctive packaging while avoiding identification with higher-volume products.
- The country is also home to various non-alcoholic beverages, including carbonated soft drinks and energy drinks. According to the National Institute of Statistics and Geography (INEGI), the sales volume of flavored soft drinks produced in April 2023 was 385,230 thousand liters, up from 336,747 thousand liters in January 2023. Such an increase in soft drinks volume would drive the glass bottles market in the country.
- According to the National Institute of Statistics and Geography (INEGI), industries such as beverages, pharmaceuticals, and perfumery faced a need for glass bottles due to an international increase in demand. However, Mexican glass producers manufactured 5,317.3 million containers, an increase of 7.1% per year after two years of the pandemic. Also, according to INEGI, the country's 94 glass plants operate at an average capacity of 95%, and to increase their capacity, Vitro and Vidrio Formas announced the expansion of their plants in 2023.

### Personal Care Expected to Witness Significant Growth

- While plastic packaging technologies have made significant strides recently, glass remains the preferred choice for exclusive fragrances, skincare, and personal care packaging. The glass utilized in cosmetic and fragrance applications is predominantly crafted from natural and sustainable materials, including sand, limestone, and soda ash. Notably, glass packaging products boast a 100% recyclability rate without compromising quality or purity, with 80% of recovered glass repurposed into new glass products.
- Cosmetic containers, including bottles, jars, vials, and ampoules, package skincare, haircare, nail care, and makeup products. These containers, especially those used in luxury cosmetic packaging, often come in glass. Glass jars and bottles are favored for their versatility, offering various dispensing options like jet and drop inserts, frothing caps, spray nozzles, and pump heads.
- Recent years have seen a surge in demand for glass packaging in the personal care industry, influenced by a robust US dollar and the renegotiation of the North American Free Trade Agreement in Mexico. As of November 2023, the International Trade Administration (ITA) highlighted Mexico's market as one of the world's top 10 cosmetics and personal care products and the second-largest in Latin America for beauty products.

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- Being a key manufacturer of personal care products in the region, Mexico offers competitive pricing, especially for mass-consumed items by major international companies. Additionally, there's a notable rise in demand for organic and natural personal care products, aligning with the global shift towards eco-friendly offerings.
- Local brands emphasizing natural ingredients invest in premium packaging and vying with global brands in marketing and distribution to bolster their presence in Mexico. Such endeavors are poised to invigorate the glass packaging market within the personal care sector. Supporting this trend, INEGI projects that the the production value of cosmetics, perfumes, and toiletries in Mexico in 2020 was MXN 129.22 billion (USD 7.28 billion) and reached MXN 146.47 billion (USD 8.26) in 2023. This uptick in personal care product revenue underscores the nation's growing demand for glass packaging.

## Mexico Glass Packaging Industry Overview

Glass, recognized as a premium material, preserves product freshness and finds application across diverse end-use industries. Rising consumer demand for healthy and safe packaging solutions significantly propels the market's development. Leading manufacturers consistently roll out innovative products, leveraging technologies that emboss, shape, and artistically finish, further fueling market growth.

The Mexico Glass Packaging Market is fragmented, owing to multiple players such as Corning Incorporated, Schott AG, Fevisa Industrial S.A. de CV, Saver Glass Inc., Gerresheimer AG, Frigo Glass, and more. Players in the market are adopting strategies such as product innovation, partnerships, mergers, and acquisitions to increase their market share and further recyclability, driving the market.

### Additional Benefits:

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

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