

North America Metal Cans - 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 North America Metal Cans Market size is worth USD 13.56 Billion in 2025, growing at an 4.78% CAGR and is forecast to hit USD 17.12 Billion by 2030.

Key Highlights

- Aluminum and steel cans, prized for their recyclability, are becoming the go-to choice for eco-conscious consumers and businesses alike. As industries increasingly strive to shrink their carbon footprints, the push for metal packaging gains momentum, underscoring a broader commitment to sustainability and the circular economy.
- In June 2024, in a move set to reshape the dairy landscape, India's CavinKare joined forces with the USA's Ball Corporation, a leader in sustainable aluminum cans. This collaboration not only revamps Cavin's Milkshakes packaging but also champions an eco-friendly, convenient, and nutritious beverage choice for consumers. The aluminum cans, crafted for recyclability, bolster the circular economy by incentivizing post-consumption recycling.
- North America's beverage landscape, spanning carbonated soft drinks, energy drinks, and alcoholic beverages like beer, remains a dominant force propelling the demand for metal cans. The beverage industry's preference for cans over plastics and glass stems from their transport efficiency, storage convenience, and ability to preserve taste.
- Yet, the market faces headwinds from rising competition. Alternatives like plastic and carton-based containers are making inroads, especially in the beverage sector. While metal cans tout sustainability, some competing options present advantages in cost and weight, posing challenges to the traditional dominance of metal packaging.

North America Metal Cans Market Trends

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Beverage Segment is Expected to Account For Significant Market Share

- In North America, metal cans dominate the beverage packaging landscape. Notably, trends show a surge in the use of metal cans for packaging wine, cocktails, and both hard and soft drinks, largely driven by a growing demand for portability. The beverage industry's reliance on metal cans can be divided into two main categories: alcoholic and non-alcoholic. While beer has long been the staple of metal can packaging, other liquors, notably wine, once confined to glass bottles, are now making the shift to metal cans.
- In the region, manufacturers are channeling investments into pioneering circular solutions tailored for diverse end-use industries. A case in point: In January 2025, Ball Corporation, hailing from the U.S., unveiled a minority stake in Meadow, a Swedish firm at the forefront of packaging technology and circular solutions. This collaboration is set to bolster the creation of fully recyclable aluminum cans, designed as pre-filled cartridges, catering to personal and home care products.
- Leading North American metal can manufacturers, including Ball Corporation and Crown Holdings Inc., are diversifying their offerings for beverage packaging. With an eye on sustainability, these giants are innovating, crafting aluminum and steel cans that are 10% lighter, thereby reducing overall packaging material usage.
- Beer reigns as a favorite beverage across North America. The burgeoning craft brewery scene has amplified the demand for beer, particularly in canned formats. Craft brewers lean towards cans over bottles, valuing their airtight nature and UV protection, which safeguard beer quality. Data from Beverage Information Group highlights that beer consumption reached roughly 2.82 million 2.25-gallon cases in 2022, with projections nudging up to 2.88 million cases in 2023.

United States Accounts for the Largest Share

- Ready-to-drink beverages, ranging from bottled iced teas and flavored waters to energy drinks and functional options like probiotics and CBD-infused drinks, are witnessing a surge in popularity. Metal cans, known for their lightweight and durable nature, provide excellent protection against external elements like light and oxygen, helping to preserve product freshness. This advantage is propelling the market's growth.
- The craft beverage boom, particularly in the beer sector, has further fueled the demand for metal cans. Craft breweries increasingly favor cans over bottles, as cans effectively block light and air, preserving the beverage's quality. The U.S. sees a rapid rise in the trend of canning craft beer and hard seltzers, amplifying the demand for metal cans.
- Beverage companies across the U.S. are innovating, introducing new can formats to meet the surging customer demand. For example, in January 2025, TOST Beverages unveiled its signature sparkling drinks in 250-ml cans, emphasizing convenience. This move not only underscores TOST's commitment to innovation but also cements its status as a rapidly growing player in the non-alcoholic beverage market.
- With rising imports of aluminum, manufacturers gain access to a broader raw material base for diverse applications, notably packaging. Aluminum's lightweight, corrosion-resistant, and durable traits make it a preferred choice for packaging in food, beverages, cosmetics, and pharmaceuticals. Data from the US Geological Survey indicates that U.S. aluminum imports stood at 4.80 million metric tons in 2023, with projections reaching 5.44 million metric tons in 2024.

North America Metal Cans Industry Overview

The North America Metal Cans market is moderately consolidated with players including Crown Holdings Inc., Ball Corporation, Mauser Packaging Solutions and Ardagh Group S.A vying for higher market share. The major players with a significant share in the market are expanding their customer base across various regions. In addition, many companies are forming strategic and collaborative initiatives with multiple companies to increase their market share and profitability.

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Additional Benefits:

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

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