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

Market Report | 2025-07-01 | 118 pages | Mordor Intelligence

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Report description:

Wine Packaging Market Analysis

The wine packaging market size reached USD 5.87 billion in 2025 and is forecast to climb to USD 7.67 billion by 2030, advancing at a 5.28% CAGR over the period. Strong glass bottle demand, growing interest in lightweight designs and the rapid adoption of alternative formats such as cans and bag-in-box options are steering this trajectory. Premiumisation in China, lightweight glass roll-outs in Europe, and direct-to-consumer (DtC) acceleration in North America are reshaping production scale and logistics economics across the wine packaging market. Regulatory pressure-from the European Union's 100%-recyclable-by-2030 mandate to California's redemption-value expansion-continues to push suppliers toward circular materials and energy-efficient furnaces, even as glass price volatility persists. Metal packaging's recyclability appeals to younger, mobile consumers while bio-based closures gain traction as vineyards certify sustainability practices.

Global Wine Packaging Market Trends and Insights

Premiumisation of Wine in China Elevating Demand for Designer Bottles

Young urban consumers in China value convenience and affordability yet still associate sophisticated design with quality. Innovations such as Huadong Winery's keg wine and Franzia's boxed offerings support casual gatherings without diluting brand equity, lifting premium-styled alternatives within the wine packaging market.

Lightweight Glass Bottle Adoption by European Wineries to Cut CO?

Bourgogne's carbon-neutral roadmap exposed bottle weight as a critical emissions driver; Verallia's 300 g Bordeaux Air proves that a lighter bottle can retain tradition while trimming up to 40% of CO?, propelling broader adoption across the wine packaging market.

EU Plastic Packaging Taxes Increasing Cost of PET Solutions

Mandatory recycled-content quotas and PFAS bans inflate compliance costs, making PET less competitive for premium lines within the wine packaging market.

Other drivers and restraints analyzed in the detailed report include:

Rapid Uptake of Bag-in-Box Formats in the Nordics' E-grocery Channel / Rise of DtC Channels in the US Accelerating On-premise Ready-to-Ship Packaging / Global Recyclate Supply Shortages Limiting rPET Wine Bottle Roll-outs /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Glass accounted for 68.22% of the wine packaging market in 2024 due to its inert nature and premium perception. Lightweight furnace upgrades and higher cullet ratios help maintain leadership while cutting emissions. Metal's 8.43% CAGR reflects aluminum's recyclability and chill-speed advantages, luring outdoor-oriented consumers and shaping future preference across the wine packaging market. Paper bottles from Frugalpac and PET hybrids broaden the material field as regulators push 100% recyclable targets.

Plastic and paper advances test longstanding hierarchies. Frugalpac's fibre shell uses 77% less plastic and holds an 84% lower carbon footprint than glass, making it an attractive alternative in the wine packaging industry. Glass manufacturers counter by piloting electric furnaces and ultra-light designs. Aluminum bottles leverage resealable tops to extend freshness, while bio-based PET integrates up to 30% rPET yet awaits greater recyclate supply.

Traditional bottles delivered 55.76% of 2024 revenue, an anchor for cellaring and ritual. Still, cans are growing at 7.88% CAGR, meeting single-serve convenience and stadium regulations within the wine packaging market. Bag-in-box lines achieve scale benefits and hold 56% of Swedish volume, illustrating premium-grade evolution.

PET bottles secure niche roles with six-month shelf life thanks to ALPLA's barrier layers, while pouches win festival share. Smart labels that satisfy EU digital mandates surface on bottles and cans alike, enriching traceability and reinforcing the wine packaging market's omnichannel strategy.

The Wine Packaging Market Report is Segmented by Material Type (Glass, Plastic, and More), Product Type (Glass Bottles, Plastic Bottles, and More), Closure Type (Natural Cork, and More), Wine Type (Still Wine, Sparkling Wine, and More), Capacity (Less Than Equal To 375 ML, 375-750 ML, and More), Distribution Channel (Direct Sales, Indirect Sales), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America remain the largest revenue contributor. Robust DtC laws and recycling expansion in California integrate 5- and

10-cent deposits that steer the wine packaging market toward curbside-compatible designs. European policies dictate 100% recyclability by 2030, sparking investment in electric furnaces and bag-in-box innovation that lowers freight emissions.

Asia-Pacific leads growth through 2030. China's premiumisation mixes designer glass with cost-effective boxes, while Australian grants back lightweight PET and paper bottles, accelerating regional momentum for the wine packaging market. E-grocery convenience intertwines with environmental marketing to convert younger consumers.

Middle East and Africa and South America provide emerging pathways. Warmer climates lean toward lighter, oxidation-barrier formats, and exporters deploy packaging that meets EU rules while minimizing freight. Domestic producers explore rPET and canning lines to reach new drinkers, illustrating the global spread of the wine packaging industry's innovations.

List of Companies Covered in this Report:

Owens-Illinois Inc. (O-I) / Verallia SA / Ardagh Group SA / Saverglass SAS / Vetropack Holding AG / BA Glass Group / Consol Glass Pty Ltd / Guala Closures Group / Amorim Cork, S.A. / Vinventions LLC (Nomacorc) / Amcor plc / Ball Corporation / TricorBraun Inc. / Tetra Laval International SA / SIG Combibloc Group AG / Scholle IPN (Sealed Air) / Liqui-Box (Sealed Air) / International Paper Company / G3 Enterprises Inc. / Maverick Enterprises Inc. / Encore Glass Inc. / Smurfit WestRock / Crown Holdings, Inc. /

Additional Benefits:

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

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