



# Alcoholic Drinks Packaging in India

October 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Premiumisation, innovation and sustainability driving alcoholic drinks packaging volumes in India

Metal beverage cans gaining share from glass bottles in beer in India

SOM Distilleries and Breweries unveils India's first twist-cap beer?

### PROSPECTS AND OPPORTUNITIES

United Breweries to expand capacity to meet growing demand for canned beer in Telangana

Pernod Ricard highlights premium glass demand while SIG champions sustainable packaging

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Alcoholic Drinks Packaging in India - Company Profiles

Packaging Industry in India - Industry Overview

## EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Paper-based and portion-control packs gaining popularity in food packaging

Increasing use of rPET and cartons to combine sustainability with convenience

Rising demand for convenient and eco-friendly packaging fuels shift towards aluminium cans

Eco-friendly packaging and travel-size options gaining popularity among younger consumers

Regulatory requirements and sustainability goals accelerate adoption of refill and biodegradable formats

Single-serve and resealable pouches drive convenience and freshness in pet food packaging

## PACKAGING LEGISLATION

Rising compliance costs drive packaging innovation and differentiation

Single-use plastic policy accelerates transition to sustainable packaging solutions

Stricter plastic waste management rules and the shift towards digital traceability

## RECYCLING AND THE ENVIRONMENT

Incentive-based collection and digital systems support shift to circular packaging models

Mono-material and recyclable pouches transform dairy and food packaging

Recyclable and reduced-plastic packaging options expand in response to consumer demand

Table 1 - Overview of Packaging Recycling and Recovery in India: 2023/20234 and Targets for 2025

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