



**Euromonitor  
International**

# Alcoholic Drinks Packaging in the Philippines

October 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Rising alcoholic drinks packaging volumes in 2024 led by strong growth in metal beverage cans

Metal beverage cans seeing stronger growth than glass bottles in the Philippines in 2024

Coca-Cola/Jack Daniel's RTD brings premium canned innovation to the Philippines

### PROSPECTS AND OPPORTUNITIES

Metal beverage cans to lead future packaging growth in the Philippines

Despite pack size diversification, the 330ml size will remain most popular

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## Alcoholic Drinks Packaging in the Philippines - Company Profiles

## Packaging Industry in the Philippines - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Packaging trends in the Philippines balance environmental duty with practical consumer preferences

Shift towards rPET and paper-based alternatives in 2024 beverage packaging

Rising adoption of aluminium cans in alcoholic drinks in the Philippines

Growing use of refillable, recyclable and biodegradable packaging in beauty care

Refillable, concentrated and eco-friendly formats reshape home care packaging in 2024

Sustainability initiatives take centre stage as pet care brands push towards a circular economy

### PACKAGING LEGISLATION

EPR compliance moves from reporting to enforceable audit practice

### RECYCLING AND THE ENVIRONMENT

DRS pilot planning signals shift towards circular packaging regulation

EPR enforcement intensifies: driving accountability, packaging redesign and cost implications in the Philippines

Table 1 - Overview of Packaging Recycling and Recovery in the Philippines: 2022/2023 and Targets for 2024

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