



Alcoholic Drinks Packaging in the Philippines

October 2025

Table of Contents

Alcoholic Drinks Packaging in the Philippines - Category analysis

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

DISCLAIMER

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

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-packaging-in-the-philippines/report.