



Alcoholic Drinks Packaging in Ukraine

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising popularity of kegs driven by their durability and authentic appeal
Metal beverage cans growing faster than glass bottles in beer and wine
Recycled fibre wine box offers an eco-friendly alternative to glass bottles

PROSPECTS AND OPPORTUNITIES

Forecast growth will be driven by premiumisation and supported by the rise of RTDs
Dominance of the 500ml pack size owing to its balance of tradition, practicality and premium appeal

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