



# Alcoholic Drinks Packaging in Ukraine

October 2025

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## Alcoholic Drinks Packaging in Ukraine - Category analysis

### 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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## Alcoholic Drinks Packaging in Ukraine - Company Profiles

## Packaging Industry in Ukraine - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture  
2024 key trends  
Pouches lead food packaging innovation  
Sustainability gains momentum in non-alcoholic drinks packaging with rPET adoption and growth for aluminium cans  
Metal beverage cans show faster growth than glass bottles in beer and wine  
Biodegradable jars push sustainability in beauty and personal care packaging  
HDPE bottles gain share in Ukraine in 2024, driven by consumer demand for durability  
The 400g metal food can is popular for its convenience and product preservation

### PACKAGING LEGISLATION

Ukraine strengthens pet food packaging legislation  
Ukraine moves towards EU standards with new draft law on packaging  
New law sets stricter safety standards for food packaging in Ukraine

### RECYCLING AND THE ENVIRONMENT

Eco-friendly cartons drive dairy and plant-based dairy packaging sustainability in Ukraine  
Pet food packaging embraces sustainability through EU-aligned materials and eco-friendly formats  
Processed meat and seafood packaging shifts towards flexible and compostable solutions

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