



# Alcoholic Drinks Packaging in Canada

October 2025

Table of Contents

## Alcoholic Drinks Packaging in Canada - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Evolving lifestyles in Canada are driving down alcohol demand and reshaping consumption formats

Metal beverage cans lead beer and total alcoholic drinks packaging in Canada

Canadian brands innovate and collaborate for sustainable packaging solutions shaping the future of the industry

#### PROSPECTS AND OPPORTUNITIES

Canada's quiet revolution in drinking habits and material use

The 355ml metal beverage can leads the Canadian alcoholic drinks market

### DISCLAIMER

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

#### Packaging Industry in Canada - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Plastic dominates food packaging, but sustainable alternatives are on the rise

Innovation and premium design revolutionise beverage packaging

Metal cans dominate while the bag-in-box format gains traction in alcoholic drinks

Cartons lead sustainable beauty as brands embrace premium finishes and recyclability

Refills and concentrates alternatives power the future of home care

Large packs maximise value in pet food, while small formats unlock entry for new brands

### PACKAGING LEGISLATION

Canada advances towards zero plastic waste through national targets, refill models and investment in circular packaging systems

### RECYCLING AND THE ENVIRONMENT

Extended producer responsibility enables circular packaging by funding collection and recovery

Clear labelling standards transform packaging transparency by banning misleading claims

Table 1 - Overview of Packaging Recycling and Recovery in Canada: 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-canada/report](http://www.euromonitor.com/alcoholic-drinks-packaging-in-canada/report).