



Alcoholic Drinks Packaging in Canada

October 2025

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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

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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

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