



Euromonitor
International

Alcoholic Drinks Packaging in the United Kingdom

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising in-home consumption and sustainability drive growth in UK alcoholic drinks packaging

Metal cans continue to hold a slight lead over glass bottles in alcohol packaging in the UK

Paper-based bottle innovation marks a step towards sustainable alcohol packaging

PROSPECTS AND OPPORTUNITIES

Rising demand for RTDs and premium giftable drinks fuelling packaging growth in the UK

The 330ml pack is expected to become the leading size over the forecast period

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- **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-united-kingdom/report.