



# 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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