



Alcoholic Drinks Packaging in Argentina

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Government's austerity measures trigger a collapse in alcoholic drinks consumption

Glass bottles continue to lose share to metal beverage cans, with the latter the preferred pack type for beer

Premium spirits reimagined through aluminium and ceramic gin packaging

PROSPECTS AND OPPORTUNITIES

Alcoholic drinks packaging will be navigating market shifts in Argentina in the coming years

Metal beverage cans will take over from glass bottles as the main pack type in alcoholic drinks

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