



# Alcoholic Drinks Packaging in Mexico

October 2025

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## Alcoholic Drinks Packaging in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Metal beverage cans driving alcoholic drinks packaging growth

RTDs and single-serve beer drive Mexico's shift toward metal cans

Sustainability and tech innovation reshaping Mexico's alcoholic drinks packaging market in 2024

#### PROSPECTS AND OPPORTUNITIES

Mexico's alcohol packaging market will continue to expand, driven by RTDs, premium spirits and innovation in formats

Cans and PET bottles will grow as alcohol packaging shifts toward convenience, affordability and smaller formats

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

#### Packaging Industry in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Food packaging shifts towards paper and reduced sizes to meet environmental and economic demands

Non-alcoholic drinks packaging balances plastic dominance with growing eco-friendly solutions

Alcoholic drinks packaging shifts to meet sustainability goals

Beauty and personal care brands adopting refill and reuse models to cut single-use plastics

Refill systems and recycled materials becoming standard in home care packaging

Pet food packaging moves towards sustainable and practical solutions

### PACKAGING LEGISLATION

Mexico tightens packaging regulations to promote circularity and reduce the use of plastics

Plastics Pact promotes innovation and shared responsibility for sustainable packaging

### RECYCLING AND THE ENVIRONMENT

Plastics agreement seeks to reduce waste and boost recyclability in packaging by 2030

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