



# Alcoholic Drinks Packaging in the US

September 2024

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## Alcoholic Drinks Packaging in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bag in box packaging for wine increases strongly due to lower production costs  
Changing consumer preferences drive growth for the 739ml pack size in beer  
Metal beverage cans is the preferred pack type for RTDs, due to portability and durability

#### PROSPECTS AND OPPORTUNITIES

Premiumisation through sustainability likely to be a key strategy in alcoholic drinks packaging  
Shaped liquid cartons set to see growth as a pack type for wine due to convenience

## Alcoholic Drinks Packaging in the US - Company Profiles

## Packaging Industry in the US - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Rise in unit volume sales of the 33g pack size due to growth of single-serve peanut butter packs  
Starbucks looking to improve the attractiveness of fresh coffee beans with flexible plastic  
Increasing popularity of the 739ml pack size in beer due to evolving consumer preferences  
Glass jars gaining share in skin care packaging because of their visual appeal  
Rise in use of blister and strip packs in gel air fresheners due to better portion control

### PACKAGING LEGISLATION

New legislation aims to ban harmful substances in food packaging

### RECYCLING AND THE ENVIRONMENT

Meal kit providers finding new ways to minimise packaging waste

Table 1 - Overview of Packaging Recycling and Recovery in the US: 2021/2022 and Targets for 2023

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