



Alcoholic Drinks Packaging in the US

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Alcoholic drinks packaging volumes contract in the US as wellness takes priority

Metal beverage cans lead packaging in beer and RTDs, glass still dominant in wine

QR codes reshape alcohol packaging in the US, driven by inclusivity and digital engagement

PROSPECTS AND OPPORTUNITIES

Aluminium is driving alcohol packaging demand as sustainability and tariffs converge in the US market

Smaller brewers struggle to adapt as packaging volumes grow through non-alcoholic categories

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