



Beyond Beer and Soda: Cans and the Future of Beverages Packaging in the Americas

February 2023

THE FUTURE OF THE BEVERAGE CAN

Scope

Key findings

The 2020s will be a decade of major growth in metal beverage can usage

Cans increase their share of beer as Big Beer looks towards a diversified future

Cans tighten their hold of a stagnating carbonates category

Where is the growth beyond beer and carbonates?

The future of alcoholic RTDs is significant to the demand for beverage cans

Consumers remain packaging agnostic when it comes to sustainability

The decline in food cans shows how wellness trumps sustainability

Legislative support will be needed to push beverage packaging into full sustainability

Future legislation will help close the loop in regional laggards

The volatility of aluminium prices is a weakness for beverage cans

The slim can has become a way to communicate wellness

Life after Liquid Death: Lessons in can-based innovation

Conclusion: cans and the beverage industry of 2040

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