

Alcohol Packaging Market Poised for Steady Growth by 2027

Alcohol Packaging Market is expected to reach US\$ 62.8 Bn with CAGR of 5.3% by the end of 2027

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/EINPresswire.com/ -- Transparency Market Research recently published a report on the [alcohol packaging market](#), which features an industry leading overview, share, trends, growth size and projections for the years 2022-2027. The global Alcohol Packaging Market is projected to offer an incremental opportunity of US\$ 14.7 Bn over the forecast period, 2022-2027.



Alcohol packaging is primarily used for a varied range of products such as wine, beer and spirits. As per the consumer's requirement, several designs of packaging are used for the packaging of alcohol. Alcohol packaging preserves and protects the content available inside the bottle against contamination. . Glass, plastic and papers are the materials used in alcohol packaging. Depending upon the intended use of customers, packaging size can vary.

The global alcohol packaging market is projected to grow at a decent rate during the forecast period. Region-wise, Europe is consuming the highest amount of alcohol worldwide and is identified as the largest market for alcohol packaging. Asia Pacific alcohol packaging market is gaining a significant pace and emerging as the fastest-growing market for alcohol packaging.

The popularity of alcohol packaging increases as the demand for alcoholic beverages like beer and spirits is growing.

Beer is projected to hold the largest market among all application segments in the alcohol packaging market during the forecast period of 2022-2027.

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Penetration into Largely Untapped Market in Emerging Economies to Generate Significant

Opportunities

Emerging countries like China and India have seen a rapid increase in the alcohol packaging industry. For years, regional manufacturing companies have captured the regional marketplaces in countries like India, China and Indonesia. However, many key global companies are investing in the local market due to the enormous opportunity presented by the expansion in alcohol retails. As a result, alcohol packaging producers can focus on the unexplored market through acquisitions and mergers. Similarly, countries in Europe, such as Germany, have enormous prospects for the regional rigid alcohol packaging industry to prosper.

Increase in Popularity of Primary Packaging for Alcohol Packaging Solutions Driving Demand for Alcohol Packaging

The foremost goal of the primary packaging is to increase the shelf life of beverages. Primary packaging is used in alcohol packaging to maintain the quality and flavor. The rising demand for bottles and cans is the growth factor for the primary packaging. Bottles and cans are dominating among the other packaging segments because they are easy to open resulting in a better consumer experience. Customizations and consumer-friendly designs are the key reasons for the growing usage of primary packaging, which will bolster the alcohol packaging market. Owing to the huge demand for primary packaging, manufacturers are looking for new innovations in packaging solutions.

Moreover, the global packaging market is growing due to the rising demand for primary packaging. Based on packaging type, the primary packaging segment covers 78.1% of the market shares by 2027 and bottles are the most used.

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Alcohol Packaging Market to Bolster with Rapid Growth in Small Packaging

New innovative packaging designs and slight improvisation in the size of alcohol packaging can play a vital role in the growth of the alcohol packaging market. Reducing the alcohol pack can be a great way to attract consumers in future, as small alcohol packaging sizes between 50 ml to 100 ml are witnessing excellent growth among end-users. Reducing the alcohol packs can be very handy for any individual customer. A good thing comes in small packaging, these small size alcohol packs will be very effective for the rise in sales of alcohol packaging. In the coming years, the availability of alcohol products in smaller sizes can also enhance or increase the consumer base.

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Global Alcohol Packaging market: Competition Landscape

To gain maximum advantage over other manufacturers, key players are concentrating to expand their global reach in the target market through various strategies like product innovation, expansions and acquisitions.

For instance,

In Sept, 2021, Ball Corporation has announced its plans to establish a new U.S. aluminum can beverage plant in Nevada. This plan will be a multi-line plant, which will be scheduled to start its production by the end of 2022. This plant will create job opportunities for nearly about 180 people.

In April, 2022, Ardagh Group S.A. added two new amber glass beer bottles to their website, these amber glass beer bottles are 100 % recyclable in nature. The Ardagh Group will now provide two new amber glass beer bottles in the capacity of 12oz (355 ml) and 22oz (650 ml).

The tier structure is determined by the company's market share and revenues based on segments. Tier 1 players in the alcohol packaging market are Crown Holdings, Inc., Ball Corporation, and Ardagh Group S.A. as per the tier structure. To fortify their position in the alcohol packaging market, these key players are executing key tactics such as acquisition, business expansion and new product introduction. Gerresheimer AG, Stora Enso Oyj, Nampak Ltd, Smurfit Kappa Group and Amcor Limited are among the tier 2 players.

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