

Global Beer Packaging Market to Hit USD 36.6 Billion by 2034, Driven by Craft Beer and Sustainability Trends | FMI

The U.S. beer packaging market will hit USD 6.5 Billion by 2034, growing at 3.7% CAGR, driven by craft beer, microbreweries, and demand for premium packaging.

NEWARK, DE, UNITED STATES, January 10, 2025 /EINPresswire.com/ -- As beer consumption continues to rise globally, the [beer packaging market](#) is experiencing dynamic growth opportunities. According to an updated report by Future Market Insights, the global beer packaging market is projected to reach a valuation of USD 26.0 billion in 2024, with further expansion expected at a steady CAGR of 3.5% through 2034.

The ongoing craft beer trend and increasing popularity of non-alcoholic beverages are major factors driving demand for innovative beer packaging solutions. These shifts in consumer preferences are prompting manufacturers to develop sustainable, attractive, and functional packaging that caters to both premium and health-conscious markets.

By 2034, the beer packaging industry is expected to achieve a remarkable market size of USD 36.6 billion,



Beer Packaging Market



Regional Analysis of Beer Packaging Market

underscoring its potential as a lucrative growth avenue for industry players. This significant expansion offers new opportunities for companies to explore eco-friendly materials, advanced design solutions, and enhanced branding through innovative packaging.

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<https://finance.yahoo.com/news/global-beer-packaging-market-valuation-143000781.html>

Overcoming Industry Obstacles: Challenges in Beer Packaging Explained

1. **Sustainability & Environmental Regulations:** Increasing consumer awareness and government regulations on reducing plastic waste are pushing beer manufacturers to adopt eco-friendly packaging solutions. This requires significant investments in R&D for sustainable materials, such as recycled glass or biodegradable alternatives.
2. **Rising Raw Material Costs:** The cost of raw materials such as aluminum for cans, glass for bottles, and paper for labels is subject to market volatility. Fluctuating prices increase production costs, impacting profit margins.
3. **Logistics & Supply Chain Disruptions:** Efficient beer packaging depends on timely delivery of materials. Disruptions in the supply chain—whether due to geopolitical issues, pandemics, or natural disasters—can lead to production delays and increased costs.
4. **Demand for Custom & Premium Packaging:** The growing trend of craft beers and premiumization has led to demand for unique, custom-designed packaging. While this helps brands stand out, it also increases production complexity and costs.
5. **Maintaining Product Freshness & Quality:** Packaging plays a vital role in preserving the taste, aroma, and quality of beer. Ensuring that packaging solutions can maintain the product's freshness during transportation and storage is a constant challenge for manufacturers.

Unpacking Innovation: Key Trends Shaping the Future of Beer Packaging

- **Sustainable Packaging Solutions** – With increasing environmental concerns, breweries are adopting eco-friendly materials such as recycled glass, biodegradable plastics, and aluminum cans with reduced carbon footprints.
- **Premium and Customized Designs** – A surge in craft beer popularity has led to an emphasis on premium, eye-catching packaging with unique, customized designs to differentiate brands on crowded shelves.
- **Convenient Packaging Formats** – To meet consumer demand for on-the-go convenience, breweries are offering innovative formats, including resealable cans, multipacks, and lightweight bottles.
- **Smart Packaging Technology** – Integrating smart labels and QR codes is becoming common, providing consumers with information on product origin, ingredients, and brewing processes, enhancing brand transparency.
- **Growing Demand for Cans** – Cans are gaining popularity due to their portability, recyclability, and ability to preserve beer quality by blocking light and oxygen.

In-Depth Regional Analysis of the Beer Packaging Market

According to the most recent statistics, the United States will continue to be a major user of beer packaging, with a total revenue of USD 6.5 billion expected by 2034. Demand in the country is expected to grow at a 3.7% CAGR over the projection period.

Beer packaging sales in China are expected to reach USD 5.8 billion by 2034. Other reasons supporting this expansion include rapid urbanization, increased interest in craft beer, and widespread adoption of environmentally friendly packaging.

Competitive Landscape in Beer Packaging Market

The worldwide beer business is getting more competitive as demand grows, consumer preferences shift, and environmental concerns rise. To survive in this sector, you need to employ a variety of methods.

Top players are continually looking for creative and eye-catching packaging designs to fulfill increased demand in the craft beer and specialty beer markets. Growing sustainability concerns are driving businesses to use eco-friendly materials like bioplastics and recycled aluminum.

Key Players in the Beer Packaging Market

- Amcor plc
- Ball Corporation
- Crown Holdings, Inc.
- Ardagh Group
- DS Smith Plc
- Graphic Packaging International, LLC
- Multi Packaging Solutions (MPS)
- Berlin Packaging
- CCL Industries Inc.
- Gerresheimer AG
- Orora Limited

Discover the Full Details in Our Report—Read More Now!

<https://www.futuremarketinsights.com/reports/beer-packaging-market>

Recent Developments:

- Ardagh Glass Packaging added two new glass beer bottles made from high-quality amber glass to its BuyOurBottles website.
- Crown Holdings, Inc. completed acquisition of Helvetia Packaging AG to strengthen its beverage can manufacturing portfolio.

Global Beer Packaging Market Segmentation

By Type:

- Bottles
- Cans
- Kegs
- Pouches
- Cartons
- Growlers

By Material:

- Glass
- Aluminum
- Polyethylene Terephthalate
- Paperboard
- Plastic
- Stainless Steel

By Beer Type:

- Craft Beer
- Mass-Produced Beer
- Specialty and Premium Beer
- Non-Alcoholic and Low-Alcohol Beer

By Region:

- North America
- Latin America
- Europe
- East Asia
- South Asia
- Middle East & Africa

Explore FMI's related ongoing Coverage in [the Packaging Domain](#):

The global [beverage packaging market](#) is estimated to secure a valuation of USD 142.3 billion in 2024. The industry is anticipated to reach a value of USD 194.3 billion by 2034.

The global [food packaging market](#) size is expected to increase from USD 353.7 billion in 2023 to

USD 592.8 billion by 2033. In 2022, the worldwide food packaging industry was valued at USD 335.9 billion.

About Future Market Insights (FMI)

Future Market Insights, Inc. (ESOMAR certified, recipient of the Stevie Award, and a member of the Greater New York Chamber of Commerce) offers profound insights into the driving factors that are boosting demand in the market. FMI stands as the leading global provider of market intelligence, advisory services, consulting, and events for the Packaging, Food and Beverage, Consumer, Technology, Healthcare, Industrial, and Chemicals markets. With a vast team of over 400 analysts worldwide, FMI provides global, regional, and local expertise on diverse domains and industry trends across more than 110 countries.

Join us as we commemorate 10 years of delivering trusted market insights. Reflecting on a decade of achievements, we continue to lead with integrity, innovation, and expertise.

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