



Alcoholic Drinks Packaging in Australia

September 2024

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Alcoholic Drinks Packaging in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles dominates alcoholic drinks packaging in Australia

Metal beverage cans gains share in imported lager, and remains popular in domestic lager

Kegs sees an increase in foodservice packaging volumes for dark beer and lager

PROSPECTS AND OPPORTUNITIES

375ml pack size expected to decrease for packaging domestic lager

700ml pack size expected to maintain dominance in packaging of spirits

Alcoholic Drinks Packaging in Australia - Company Profiles

Packaging Industry in Australia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Glass bottles rise in popularity as a pack type for beauty and personal care packaging owing to aesthetic appeal and reusability

Metal aerosol cans continue to be a popular pack type for home care packaging despite sustainability concerns

Larger pack formats remain most popular in fresh milk

Wet cat food packaging dominated by aluminium/plastic pouches and metal food cans

Metal beverage cans gain share in imported lager and remain popular in domestic lager

PACKAGING LEGISLATION

A mandatory update to packaging design regulations is scheduled for implementation

RECYCLING AND THE ENVIRONMENT

Coca-Cola rolls out new packaging to lessen reliance on fossil fuels.

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