



# Alcoholic Drinks Packaging in India

September 2024

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## Alcoholic Drinks Packaging in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Share of PET bottles rises for packaging alcoholic drinks such as brandy and cognac

Brick liquid cartons gains share of rum packaging in India

Glass bottles are popular for packaging imported lager and premium spirits

#### PROSPECTS AND OPPORTUNITIES

650ml and 330ml pack sizes expected to see growth in India in the forecast period

Sustainability is a growing concern amongst both consumers and companies in India

## Alcoholic Drinks Packaging in India - Company Profiles

## Packaging Industry in India - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

The 9g plastic pouch remains popular in ketchup

Metal beverage cans recording strong growth in soft drinks packaging

Increasing usage of PET bottles in the packaging of spirits

Squeezable plastic tubes popular for packaging beauty and personal care products

Plastic pouches gaining share in hand dishwashing packaging

### PACKAGING LEGISLATION

Introduction of new packaging laws and regulations in India

FSSAI food packaging and plastic regulations

### RECYCLING AND THE ENVIRONMENT

Brick liquid cartons emerge as a sustainable choice for the packaging of rum

Eco-friendly paper-based packaging being used for gel air fresheners

Flexible pouches for milk as the dairy industry embraces 100% recyclable packaging

Table 1 - Overview of Packaging Recycling and Recovery in India: 2021/2022 and Targets for 2023

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