



# Alcoholic Drinks Packaging in the Philippines

September 2024

Table of Contents

## Alcoholic Drinks Packaging in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Metal beverage cans increasingly preferred for beer packaging due to convenience  
Folding cartons increases its packaging volumes due to premium presentations in whiskies  
330ml pack size gains share in alcoholic drinks packaging

#### PROSPECTS AND OPPORTUNITIES

Metal beverage cans set to increase as consumers move towards RTDs  
Glass bottles will continue to dominate flavoured/mixed lager and spirits packaging, due to excellent barrier properties

## Alcoholic Drinks Packaging in the Philippines - Company Profiles

## Packaging Industry in the Philippines - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
HDPE bottles preferred in chilli sauces packaging due to their durability  
PET bottles lead soft drinks and flexible aluminium/plastic hot drinks in the Philippines  
Increasing packaging unit volumes for folding cartons due to premium presentations in whiskies  
Squeezable plastic tubes growing in the packaging of conditioners and treatments  
Metal tins the favoured format for car air fresheners for their stackability and functionality

### PACKAGING LEGISLATION

Philippines FDA issues guidelines on voluntary certification of packaging for prepackaged food  
The Philippines moves to regulate single-use plastics with new bill

### RECYCLING AND THE ENVIRONMENT

Focus on recycling to reduce virgin plastic in the environment  
The Philippines amends EPR Act to combat plastic waste

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