



# Alcoholic Drinks Packaging in South Korea

September 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Metal beverage cans continues to dominate alcoholic drinks packaging, due to the consumer preference for beer  
PET bottles witnesses growth as a pack type for beer in larger pack sizes, owing to practicality considerations  
Folding cartons gains popularity as secondary packaging for whiskies, along with an increased focus on branding

### PROSPECTS AND OPPORTUNITIES

Brick liquid cartons expected to gain popularity as a pack type for spirits in smaller sizes, due to changing consumer preferences  
HDPE bottles expected to emerge as a popular pack type for affordable rice wine, as this is a cost-effective pack type

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