



Alcoholic Drinks Packaging in Canada

October 2024

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Alcoholic Drinks Packaging in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles strengthens dominance of non alcoholic wine packaging, responding to change in consumer habits

Metal beverage cans offer alternative packaging for wine due to shifting brand preferences

PET bottles witness growth in whiskies due to economical viability for brands

PROSPECTS AND OPPORTUNITIES

Sustainability to boost packaging efforts as brands launch new paper-based options

2,000ml pack size likely to grow in RTDs as government moves to scale latter's growth

Alcoholic Drinks Packaging in Canada - Company Profiles

Packaging Industry in Canada - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Aluminium/plastic pouches gaining share in shelf stable seafood due to their convenience

Large pack sizes popular in plant-based milk

Glass bottles the main pack type in non-alcoholic wine due to consumer preferences

Small pack sizes gaining share in beauty and personal care products due to their convenience

rPET gains share in soft drinks due to strong infrastructure and cost effectiveness

PACKAGING LEGISLATION

New rules drafted to improve recycling of plastic packaging

Nutritional labels to be introduced to ensure quality and increase awareness

RECYCLING AND THE ENVIRONMENT

Sustainability gains momentum in alcoholic drinks due to new product launches

Folding cartons to gain share as a move towards sustainability

Convenient packing to gain popularity due to rise in on-the-go consumption

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

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