



# Alcoholic Drinks Packaging in the United Kingdom

September 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Metal beverage cans preferred over glass bottles for alcoholic drinks packaging due to sustainability

Aldi launches innovative paper wine bottles

Heineken launches green grip packaging – a sustainable solution for beer multipacks

### PROSPECTS AND OPPORTUNITIES

Sustainable cardboard packaging in the UK alcoholic drinks industry

Premium and gift-worthy packaging to drive demand in alcoholic drinks in the UK

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