



Alcoholic Drinks Packaging in France

September 2024

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Alcoholic Drinks Packaging in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles continues to dominate alcoholic drinks packaging in France

Stout packaging sees a shift, with an increasing preference for metal beverage cans

Shifting preferences in pack sizes, as small formats gain traction in brandy and cognac, and low/non-alcoholic beer

PROSPECTS AND OPPORTUNITIES

Plastic pouches poised for growth in RTDs, and PET bottles in imported lager and white spirits

Move expected to more sustainable packaging

Alcoholic Drinks Packaging in France - Company Profiles

Packaging Industry in France - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal cans dominate shelf stable seafood

PET bottles gaining popularity in juice for their larger sizes and sustainability

Rising popularity of small pack sizes in brandy, cognac and non/low alcohol beer

HDPE bottles and folding cartons the leading pack types in French beauty and personal care

Sustainability becomes a core focus for home care brands in France

PACKAGING LEGISLATION

Tethered caps adopted in response to EU legislation

RECYCLING AND THE ENVIRONMENT

Advancements in recycling initiatives

Innovations in beverage packaging

Sustainable packaging in ready meals

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