



Alcoholic Drinks Packaging in the US

September 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Bag in box packaging for wine increases strongly due to lower production costs

Changing consumer preferences drive growth for the 739ml pack size in beer

Metal beverage cans is the preferred pack type for RTDs, due to portability and durability

PROSPECTS AND OPPORTUNITIES

Premiumisation through sustainability likely to be a key strategy in alcoholic drinks packaging

Shaped liquid cartons set to see growth as a pack type for wine due to convenience

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