



Euromonitor
International

Alcoholic Drinks Packaging in India

October 2025

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Alcoholic Drinks Packaging in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation, innovation and sustainability driving alcoholic drinks packaging volumes in India
Metal beverage cans gaining share from glass bottles in beer in India
SOM Distilleries and Breweries unveils India's first twist-cap beer?

PROSPECTS AND OPPORTUNITIES

United Breweries to expand capacity to meet growing demand for canned beer in Telangana
Pernod Ricard highlights premium glass demand while SIG champions sustainable packaging

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Alcoholic Drinks Packaging in India - Company Profiles

Packaging Industry in India - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Paper-based and portion-control packs gaining popularity in food packaging
Increasing use of rPET and cartons to combine sustainability with convenience
Rising demand for convenient and eco-friendly packaging fuels shift towards aluminium cans
Eco-friendly packaging and travel-size options gaining popularity among younger consumers
Regulatory requirements and sustainability goals accelerate adoption of refill and biodegradable formats
Single-serve and resealable pouches drive convenience and freshness in pet food packaging

PACKAGING LEGISLATION

Rising compliance costs drive packaging innovation and differentiation
Single-use plastic policy accelerates transition to sustainable packaging solutions
Stricter plastic waste management rules and the shift towards digital traceability

RECYCLING AND THE ENVIRONMENT

Incentive-based collection and digital systems support shift to circular packaging models
Mono-material and recyclable pouches transform dairy and food packaging
Recyclable and reduced-plastic packaging options expand in response to consumer demand
Table 1 - Overview of Packaging Recycling and Recovery in India: 2023/20234 and Targets for 2025

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