



Alcoholic Drinks Packaging in Canada

October 2025

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Alcoholic Drinks Packaging in Canada - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Evolving lifestyles in Canada are driving down alcohol demand and reshaping consumption formats

Metal beverage cans lead beer and total alcoholic drinks packaging in Canada

Canadian brands innovate and collaborate for sustainable packaging solutions shaping the future of the industry

PROSPECTS AND OPPORTUNITIES

Canada's quiet revolution in drinking habits and material use

The 355ml metal beverage can leads the Canadian alcoholic drinks market

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Alcoholic Drinks Packaging in Canada - Company Profiles

Packaging Industry in Canada - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Plastic dominates food packaging, but sustainable alternatives are on the rise

Innovation and premium design revolutionise beverage packaging

Metal cans dominate while the bag-in-box format gains traction in alcoholic drinks

Cartons lead sustainable beauty as brands embrace premium finishes and recyclability

Refills and concentrates alternatives power the future of home care

Large packs maximise value in pet food, while small formats unlock entry for new brands

PACKAGING LEGISLATION

Canada advances towards zero plastic waste through national targets, refill models and investment in circular packaging systems

RECYCLING AND THE ENVIRONMENT

Extended producer responsibility enables circular packaging by funding collection and recovery

Clear labelling standards transform packaging transparency by banning misleading claims

Table 1 - Overview of Packaging Recycling and Recovery in Canada: 2022/2023 and Targets for 2024

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