



Alcoholic Drinks Packaging in the US

October 2025

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Alcoholic Drinks Packaging in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Alcoholic drinks packaging volumes contract in the US as wellness takes priority
Metal beverage cans lead packaging in beer and RTDs, glass still dominant in wine
QR codes reshape alcohol packaging in the US, driven by inclusivity and digital engagement

PROSPECTS AND OPPORTUNITIES

Aluminium is driving alcohol packaging demand as sustainability and tariffs converge in the US market
Smaller brewers struggle to adapt as packaging volumes grow through non-alcoholic categories

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Alcoholic Drinks Packaging in the US - Company Profiles

Packaging Industry in the US - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Food packaging is shifting towards sustainable materials and portion-controlled formats
Sustainable formats like rPET, cans and pouches are reshaping beverage packaging.
Aluminium cans gaining share in alcoholic drinks packaging
Circular and sustainable packaging innovations transforming beauty and personal care
Refillable systems and green materials driving change in home care packaging
Sustainable and convenient packaging trends redefining pet food

PACKAGING LEGISLATION

The transformation of packaging laws in the US promotes sustainable solutions and producer accountability
Proposed circular economy law raises questions on recycling future
California's plastic pollution law sets new benchmark for sustainable packaging

RECYCLING AND THE ENVIRONMENT

Deposit Return Schemes gain momentum to boost recycling rates in the US
Compostable packaging becoming a leading solution to plastic waste

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