

Alcoholic Drinks Packaging in India

September 2023

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Alcoholic Drinks Packaging in India - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong growth for alcoholic drinks packaging in India post-pandemic
Glass bottles the dominant pack type in India
Diageo India phasing out mono cartons in its packaging

PROSPECTS AND OPPORTUNITIES

Sustainability is a growing concern among both consumers and companies in India
The 750ml size is expected to gain share in wine over the forecast period

Alcoholic Drinks Packaging in India - Company Profiles

Packaging Industry in India - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Dominant pack types losing share to alternatives that enjoy consumers' preference
Flexible packaging preferred in hot drinks for its convenience
Glass bottles dominate alcoholic drinks due to their association with premium quality
Customer-centric packaging prevails in beauty and personal care
Home care driving sustainability through refill packs

PACKAGING LEGISLATION

India implements stringent plastic waste regulations

RECYCLING AND THE ENVIRONMENT

Leading fmcg companies' initiatives to drive sustainability
Beverage companies reworking packaging to make it more sustainable
Table 1 - Overview of Packaging Recycling and Recovery in India: 2020/2021 and Targets for 2022

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