

Alcoholic Drinks Packaging in Colombia

August 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Share gains being made by brick liquid cartons
New Tapa Roja light presentation for big events
The 295ml size increases its share in 2022

PROSPECTS AND OPPORTUNITIES

Metal beverage cans will continue growing in popularity over the forecast period
Nativa collaborates with meteorologists to reuse its bottles as indicators for rainfall

Alcoholic Drinks Packaging in Colombia - Company Profiles

Packaging Industry in Colombia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Flexible plastic is the most popular pack type in food packaging
Popularity of lightweight packaging to cater to increasing on-the-go consumption
Brick liquid cartons gaining share in alcoholic drinks
Refill packs popular in beauty and personal care as they are seen as being sustainable
HDPE bottles dominate the home care industry thanks to their durability

PACKAGING LEGISLATION

Government announces National Plan for Sustainable Single-Use Plastics Management

RECYCLING AND THE ENVIRONMENT

Colombian coffee brands undertake initiatives to become more sustainable
Nativa partners with meteorologists to transform bottles into rain gauges

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