

# Alcoholic Drinks Packaging in France

August 2023

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## Alcoholic Drinks Packaging in France - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Flavoured/mixed lager packaging continues to record healthy growth in 2022  
Glass bottles are the dominant pack type in France's alcoholic drinks industry  
Fibre bottles make a significant breakthrough in alcoholic drinks packaging

#### PROSPECTS AND OPPORTUNITIES

Absolut aims to make its packaging more sustainable through the use of paper bottles  
Packaging innovations in brandy and cider

## Alcoholic Drinks Packaging in France - Company Profiles

## Packaging Industry in France - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

PET bottles gaining share in cooking and table sauces due to their durability  
Coca-Cola Europacific Partners to use 100% returnable glass bottles in France  
Fibre bottles make a significant breakthrough in alcoholic drinks packaging  
Folding cartons and HDPE bottles are the most used pack types in beauty and personal care in France  
Non-plastic-based pack types to gain popularity amidst sustainability concerns

### PACKAGING LEGISLATION

France tackles disposable packaging with a ban on single-use plastics  
The French AGECE Act enforces regulations on packaging for fruit and vegetables

### RECYCLING AND THE ENVIRONMENT

Plastic sorting and recycling targets imposed for 2025 in France  
France to offer simplified and standardised packaging recycling labels  
France introduces new rules for collecting plastic packaging, cardboard and metal waste  
Table 1 - Overview of Packaging Recycling and Recovery in France: 2020/2021 and Targets for 2022

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