



**Euromonitor  
International**

# Alcoholic Drinks Packaging in Spain

September 2024

Table of Contents

## Alcoholic Drinks Packaging in Spain - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Glass bottles gains share from metal beverage cans in beer packaging  
ecoSPIRITS launches in Spain with Ecosistema Escolà, pioneering sustainable spirits distribution  
Kegs remains a popular pack type for beer in Spain

#### PROSPECTS AND OPPORTUNITIES

500ml metal beverage cans expected to gain pack size share from 330ml cans as consumer preferences shift  
Foodservice channel expected to show growth in alcoholic drinks packaging

## Alcoholic Drinks Packaging in Spain - Company Profiles

## Packaging Industry in Spain - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
Thin wall plastic containers lead cheese packaging, while glass jars make gains in yoghurt  
PET bottles lead bottled water packaging with a focus on convenience and sustainability  
Glass bottles gaining share from metal cans in beer packaging  
HDPE bottles dominate bath and shower due to their durability and sustainability  
Growing adoption of PET bottles in dishwashing driven by recyclability

### PACKAGING LEGISLATION

European packaging regulation shifts market dynamics, impacting folding carton usage in Spain  
Spain's new plastic tax law promotes a circular economy

### RECYCLING AND THE ENVIRONMENT

Mercadona advances sustainability with recycled plastic packaging for Hacendado chilled pizzas  
Don Simon launches first aluminium-free aseptic carton in its sustainable packaging drive  
Ferrero reduces plastic use with thinner wrapping for Kinder Bueno range  
Table 1 - Overview of Packaging Recycling and Recovery in Spain: 2021/2022 and Targets for 2023

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/alcoholic-drinks-packaging-in-spain/report](https://www.euromonitor.com/alcoholic-drinks-packaging-in-spain/report).