



Alcoholic Drinks Packaging in the Philippines

September 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal beverage cans increasingly preferred for beer packaging due to convenience

Folding cartons increases its packaging volumes due to premium presentations in whiskies

330ml pack size gains share in alcoholic drinks packaging

PROSPECTS AND OPPORTUNITIES

Metal beverage cans set to increase as consumers move towards RTDs

Glass bottles will continue to dominate flavoured/mixed lager and spirits packaging, due to excellent barrier properties

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