



**Euromonitor
International**

Alcoholic Drinks Packaging in Argentina

October 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles loses further share to metal beverage cans as preferred pack type for beer
Shaped liquid cartons gain ground as wine packaging due to convenience
1,000ml pack size for beer offers better value proposition

PROSPECTS AND OPPORTUNITIES

Sustainability trends lead to innovative packaging solutions
Positive growth trajectory for RTDs to benefit associated packaging

Alcoholic Drinks Packaging in Argentina - Company Profiles

Packaging Industry in Argentina - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture
2023 key trends
Convenience makes flexible plastic the preferred packaging for fresh milk
PET bottles remain dominant for the packaging of soft drinks in Argentina
Metal beverage cans gaining share from glass in beer packaging
Inflation making speciality cosmetic containers less desirable for packaging lipsticks
HDPE bottles remain popular for the packaging of home care products

PACKAGING LEGISLATION

Front-of-pack labelling requirements for food and beverages in Argentina

RECYCLING AND THE ENVIRONMENT

Coca-Cola's commitment to sustainable packaging with Sprite's new recycled bottle
Growing demand for eco-friendly packaging driven by Argentinian consumer habits
Versatile HDPE bottles and folding cartons in beauty and personal care packaging

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-packaging-in-argentina/report.