



**Euromonitor  
International**

# Alcoholic Drinks Packaging in Mexico

September 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Metal beverage cans sees an upswing in beer due to durability and convenience

375ml gains share in sparkling wine due convenience and portion control

Metal beverage cans sees an increase in packaging volumes in RTDs due to shifting consumer demand

#### PROSPECTS AND OPPORTUNITIES

Glass bottles expected to rise in whiskies due to new product launches

Folding cartons expected to gain share due to durability and increased visual appeal

## Alcoholic Drinks Packaging in Mexico - Company Profiles

## Packaging Industry in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal beverage cans gaining share in beer due to new product launches

Aluminium/plastic pouches gaining share in shelf stable seafood due to their convenience

HDPE bottles lead but squeezable plastic tubes gaining share in body wash/shower gel

Smaller pack sizes remain dominant in wet cat food for their superior storage and preservation properties

Boost to small pack sizes in adult sun care as consumer look for convenience

### PACKAGING LEGISLATION

Government implements a new labelling policy for improving public health and awareness

### RECYCLING AND THE ENVIRONMENT

Tide moves towards sustainability with new product launch in detergents

Brands turn towards sustainable packaging in beauty and personal care due to changing consumer preferences

Folding cartons to gain share due to enhanced aesthetic appeal and sustainability

Table 1 - Overview of Packaging Recycling and Recovery in Mexico: 2021/2022 and Targets for 2023

## About Euromonitor International

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- **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.
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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-mexico/report](https://www.euromonitor.com/alcoholic-drinks-packaging-in-mexico/report).