

# Alcoholic Drinks Packaging in India

September 2023

Table of Contents

## Alcoholic Drinks Packaging in India - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Strong growth for alcoholic drinks packaging in India post-pandemic

Glass bottles the dominant pack type in India

Diageo India phasing out mono cartons in its packaging

#### PROSPECTS AND OPPORTUNITIES

Sustainability is a growing concern among both consumers and companies in India

The 750ml size is expected to gain share in wine over the forecast period

## Alcoholic Drinks Packaging in India - Company Profiles

## Packaging Industry in India - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Dominant pack types losing share to alternatives that enjoy consumers' preference

Flexible packaging preferred in hot drinks for its convenience

Glass bottles dominate alcoholic drinks due to their association with premium quality

Customer-centric packaging prevails in beauty and personal care

Home care driving sustainability through refill packs

### PACKAGING LEGISLATION

India implements stringent plastic waste regulations

### RECYCLING AND THE ENVIRONMENT

Leading fmcg companies' initiatives to drive sustainability

Beverage companies reworking packaging to make it more sustainable

Table 1 - Overview of Packaging Recycling and Recovery in India: 2020/2021 and Targets for 2022

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