



Alcoholic Drinks Packaging in France

August 2023

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Alcoholic Drinks Packaging in France - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flavoured/mixed lager packaging continues to record healthy growth in 2022
Glass bottles are the dominant pack type in France's alcoholic drinks industry
Fibre bottles make a significant breakthrough in alcoholic drinks packaging

PROSPECTS AND OPPORTUNITIES

Absolut aims to make its packaging more sustainable through the use of paper bottles
Packaging innovations in brandy and cider

Alcoholic Drinks Packaging in France - Company Profiles

Packaging Industry in France - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

PET bottles gaining share in cooking and table sauces due to their durability
Coca-Cola Europacific Partners to use 100% returnable glass bottles in France
Fibre bottles make a significant breakthrough in alcoholic drinks packaging
Folding cartons and HDPE bottles are the most used pack types in beauty and personal care in France
Non-plastic-based pack types to gain popularity amidst sustainability concerns

PACKAGING LEGISLATION

France tackles disposable packaging with a ban on single-use plastics
The French AGECE Act enforces regulations on packaging for fruit and vegetables

RECYCLING AND THE ENVIRONMENT

Plastic sorting and recycling targets imposed for 2025 in France
France to offer simplified and standardised packaging recycling labels
France introduces new rules for collecting plastic packaging, cardboard and metal waste
Table 1 - Overview of Packaging Recycling and Recovery in France: 2020/2021 and Targets for 2022

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