

Alcoholic Drinks Packaging in Mexico

September 2023

Table of Contents

Alcoholic Drinks Packaging in Mexico - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Metal beverage cans increase their pack type share in 2022

Cerveza Pacifico launches what it claims to be the most sustainable beverage can in Mexico

Folding cartons slowly growing popular as a pack type for wine

PROSPECTS AND OPPORTUNITIES

Premiumisation of product packaging is expected

The 355ml pack size is expected to remain most popular over the forecast period

Alcoholic Drinks Packaging in Mexico - Company Profiles

Packaging Industry in Mexico - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Pouches are a favoured pack type across a number of food categories

PET bottles continue to dominate soft drinks, while glass bottles enjoy a resurgence

On-the-go consumption and convenience boosting metal beverage can usage

Refill packs growing in popularity as a sustainable alternative

Reusable and recyclable pack types dominate home care packaging

PACKAGING LEGISLATION

Local governments introduce a ban on single-use plastics

RECYCLING AND THE ENVIRONMENT

Sustainable packaging becoming more prominent in the home care industry

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

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