

# Beyond Beer and Soda: Cans and the Future of Beverages Packaging in the Americas

February 2023

Table of Contents

## THE FUTURE OF THE BEVERAGE CAN

Scope

Key findings

The 2020s will be a decade of major growth in metal beverage can usage

Cans increase their share of beer as Big Beer looks towards a diversified future

Cans tighten their hold of a stagnating carbonates category

Where is the growth beyond beer and carbonates?

The future of alcoholic RTDs is significant to the demand for beverage cans

Consumers remain packaging agnostic when it comes to sustainability

The decline in food cans shows how wellness trumps sustainability

Legislative support will be needed to push beverage packaging into full sustainability

Future legislation will help close the loop in regional laggards

The volatility of aluminium prices is a weakness for beverage cans

The slim can has become a way to communicate wellness

Life after Liquid Death: Lessons in can-based innovation

Conclusion: cans and the beverage industry of 2040

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **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.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/beyond-beer-and-soda-cans-and-the-future-of-beverages-packaging-in-the-americas/report](http://www.euromonitor.com/beyond-beer-and-soda-cans-and-the-future-of-beverages-packaging-in-the-americas/report).