



**Euromonitor
International**

Alcoholic Drinks Packaging in Australia

October 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Aluminium/plastic pouches performing strongly in Australian alcoholic drinks packaging
Consumer demand shifts away from glass bottles in standard beer formats
Aluminium bottles set a new benchmark in premium wine packaging

PROSPECTS AND OPPORTUNITIES

Bag-in-box packaging expands in RTDs for bulk serving and extended freshness
Growth in metal beverage cans and metal bottles is reshaping wine packaging trends

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Sustainability as the driving force in Australian food packaging innovation
Non-alcoholic drinks packaging embraces recyclability and innovation
Aluminium packaging gaining share in alcoholic drinks in Australia
Eco-friendly and refillable packaging leads beauty innovation
Flexible, refillable and compact are the new home care packaging standards
Sustainable and convenient packaging trends in pet food

PACKAGING LEGISLATION

Australia’s push for stronger packaging laws and recycled plastics
Stronger packaging standards introduced in Australia
ACCC drives major soft plastics regulatory reset in Australia

RECYCLING AND THE ENVIRONMENT

Australia expands recycling capacity through the RMF
Australia’s new kerbside recycling standard
From food waste to compost: Australia’s circular recycling push
Table 1 - Overview of Packaging Recycling and Recovery in Australia: 2022/2023 and Targets for 2024

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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-australia/report.