



Euromonitor
International

Alcoholic Drinks Packaging in Ukraine

October 2025

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Alcoholic Drinks Packaging in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising popularity of kegs driven by their durability and authentic appeal
Metal beverage cans growing faster than glass bottles in beer and wine
Recycled fibre wine box offers an eco-friendly alternative to glass bottles

PROSPECTS AND OPPORTUNITIES

Forecast growth will be driven by premiumisation and supported by the rise of RTDs
Dominance of the 500ml pack size owing to its balance of tradition, practicality and premium appeal

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Alcoholic Drinks Packaging in Ukraine - Company Profiles

Packaging Industry in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Pouches lead food packaging innovation
Sustainability gains momentum in non-alcoholic drinks packaging with rPET adoption and growth for aluminium cans
Metal beverage cans show faster growth than glass bottles in beer and wine
Biodegradable jars push sustainability in beauty and personal care packaging
HDPE bottles gain share in Ukraine in 2024, driven by consumer demand for durability
The 400g metal food can is popular for its convenience and product preservation

PACKAGING LEGISLATION

Ukraine strengthens pet food packaging legislation
Ukraine moves towards EU standards with new draft law on packaging
New law sets stricter safety standards for food packaging in Ukraine

RECYCLING AND THE ENVIRONMENT

Eco-friendly cartons drive dairy and plant-based dairy packaging sustainability in Ukraine
Pet food packaging embraces sustainability through EU-aligned materials and eco-friendly formats
Processed meat and seafood packaging shifts towards flexible and compostable solutions

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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-ukraine/report.