



Euromonitor
International

Alcoholic Drinks Packaging in the United Kingdom

October 2025

Table of Contents

Alcoholic Drinks Packaging in the United Kingdom - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising in-home consumption and sustainability drive growth in UK alcoholic drinks packaging

Metal cans continue to hold a slight lead over glass bottles in alcohol packaging in the UK

Paper-based bottle innovation marks a step towards sustainable alcohol packaging

PROSPECTS AND OPPORTUNITIES

Rising demand for RTDs and premium giftable drinks fuelling packaging growth in the UK

The 330ml pack is expected to become the leading size over the forecast period

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Alcoholic Drinks Packaging in the United Kingdom - Company Profiles

Packaging Industry in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Changing consumer behaviour and economic pressures drive the shift towards convenience-focused and flexible packaging formats

Rising sustainability expectations and inflationary pressures reshape food packaging formats

Regulatory targets and brand carbon goals accelerate the shift to rPET and low-impact non-alcoholic formats

Premiumisation demands and carbon-reduction goals drive material diversification in alcoholic drinks

Circular beauty expectations and retailer action accelerate refill and bio-based packaging adoption

Demand for value and waste reduction drives adoption of concentrates and refill ecosystems in home care

Consumer demand for sustainability and functionality drives new flexible and smart packaging formats in pet food

PACKAGING LEGISLATION

Rising regulatory costs are accelerating packaging redesign

Deposit incentives are reshaping beverage packaging choices

Government-funded waste systems are driving infrastructure upgrades, recycling targets and local-authority integration

RECYCLING AND THE ENVIRONMENT

Regulatory pressure and consumer demand driving strategic recycling partnerships

Patent-free biopolymers and seaweed coating emerge as compostable packaging solutions

EPR obligations and traceability requirements reinforce adoption of smart packaging technologies

Table 1 - Overview of Packaging Recycling and Recovery in the United Kingdom: 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-the-united-kingdom/report.