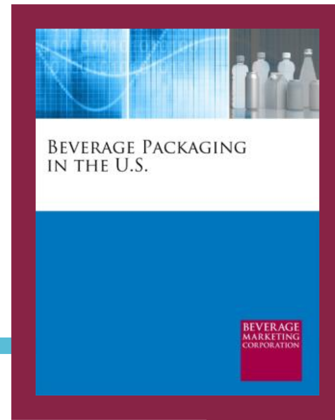
Beverage Packaging in the U.S.

2024 Edition (To be published October 2024. Data through 2023. Market projections through 2028.) More than 400 pages, with extensive text analysis, graphs, charts and tables.



This beverage packaging research report from Beverage Marketing Corporation offers market insights as well as statistical breakouts by packaging material and size (in units) for eleven beverage categories, making it the most comprehensive research report available. It covers beverage-packaging issues, trends and innovations by category and by beverage type. It also includes discussion of leading beverage packaging companies, their history and products. It discusses the impact of the covid-19 pandemic on the trends.

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INSIDE:

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The answers you need

You won't want to miss BMC's industry report and its insights on the ever-changing beverage packaging marketplace. As consumers' environmental concerns grow and their need for convenience continues, industry ingenuity is at peak levels. Innovation abounds as packaging suppliers strive to develop new packaging formats and solutions to meet consumer demands. You'll find answers to your questions including:

- What are the latest developments in beverage packaging in the U.S. market?
- What are the growth prospects through 2028 – by beverage type and package type?
- Which packaging segments and sizes grew in 2023 in each beverage category, and which did not?
- How have the various packaging materials divided up the beverage packaging market share pie and what share shifts can be expected in the future? What trends will drive the changes?
- What are the unit volumes for each of the leading beverage types, including beer, bottled water, carbonated soft drinks, distilled spirits, ready-to-drink tea and coffee, energy drinks, fruit beverages, wine and sports beverages?
- What are the latest packaging innovations devised by industry leaders including cans, bottles, flexible packaging and plastic?
- What percentage of unit volume have tea pods claimed?
- What percentage of shelf-stable fruit drink units are sold in pouches?

This report features

Beverage Packaging in the U.S. offers the most comprehensive beverage packaging research available, providing a comprehensive overview of the U.S. beverage market from a packaging perspective. It features:

- A review of the evolution of beverage packaging from the simplest bottle structure to the shaped two-piece aluminum cans and stand-up pouch.
- Investigation of the strategic packaging design and its psychological effect on purchasing decisions.
- Comprehensive analysis of the types of packaging materials – metal, glass, plastic and paper - and their relative importance in the different beverage segments.
- A detailed discussion and data on packaging materials and sizes for each industry including: carbonated soft drinks, bottled water, beer, wine, distilled spirits, fruit beverages, sports and energy drinks and ready-to-drink coffee, tea and milk.
- An in-depth review of the beverage packaging industry suppliers and the leading packaging manufacturers, looking at their offerings, marketing strategy, production facilities and financial position. Companies covered include Amcor, Ball Corporation, Crown Holdings, DAK Americas, International Paper, Novelis, O-I, Pactiv Evergreen, Plastipak Packaging and WestRock.
- In this comprehensive beverage packaging market report, Beverage Marketing also offers growth projections for the various packaging materials by beverage category and discussion of the trends that will drive the beverage packaging market through 2028.

Beverage Packaging in the U.S.

Beverage Marketing Corporation

NOTE: The 2024 edition of this report has not yet been published. The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.

The 2024 edition you receive will have updated data through 2023 and projections through 2028 where applicable.

Beverage Packaging in the U.S.

December 2023

BEVERAGE MARKETING CORPORATION

RESEARCH ● DATA ● CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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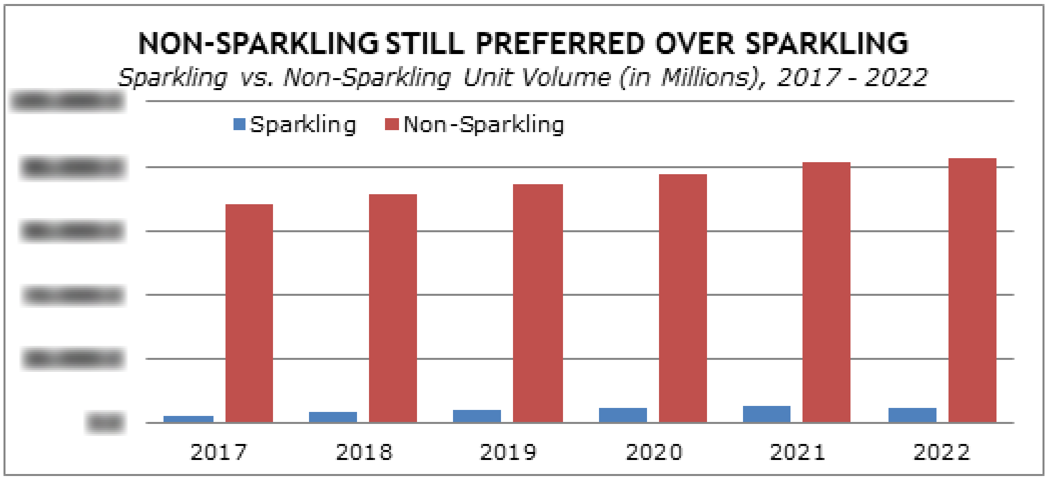
Appendix

Shipment weight, distance traveled and handling requirements influence distribution costs.

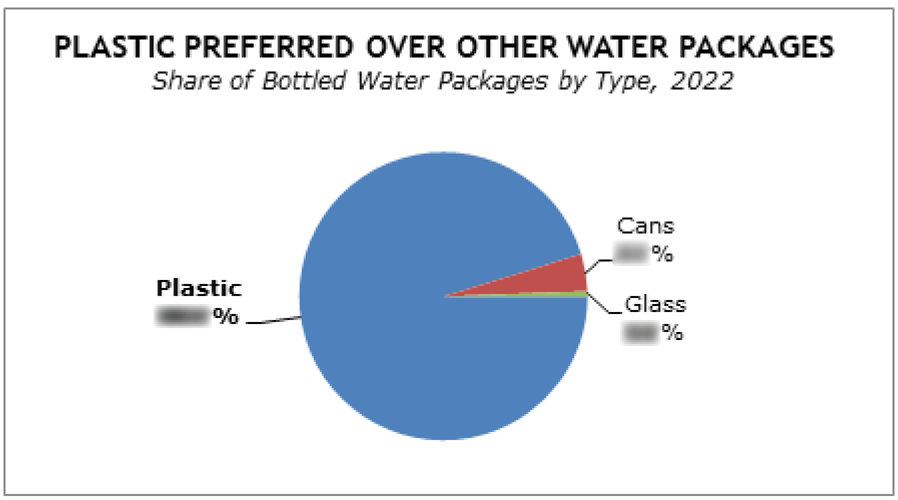
- Compared to other beverage packaging materials, glass is heavy. Since shipping costs are based on weight, to keep expenses in line, beverage makers may opt to limit the distribution area (and sales). Another solution is to build regional filling facilities closer to the point of sale, but this increases overhead and may not be practical from the standpoint of capacity utilization.
- For chilled ready-to-serve (RTS) fruit beverages and tea, paperboard carton or plastic jug weight is less of an issue than the need for refrigerated trucks, which are more expensive to run than standard trucks. This expense, combined with a relatively short shelf life, limits the size of the distribution area. As a result, these products frequently are filled by regional dairies, which already have refrigerated distribution networks.
- Lightweight cans and plastic containers are inexpensive and economical to ship. In addition, cans stack easily on pallets to simplify handling in warehousing and distribution.
- Self-manufacture can reduce container costs and ensure availability and quality for the beverage producer. Although less in favor today for cans and glass, which require a considerable manufacturing infrastructure, self-manufacturing appears to be on the upswing for plastic container molding.
- Cooperative ventures between beverage makers and plastic container suppliers locate bottle production facilities on-site or in close proximity to the filling line, in some cases, literally "through the wall." This type of collaborative effort is seen by many as the best of both worlds. The bottle supply chain is very short, yet the bottle maker retains responsibility for production, equipment and labor.

The environment is another value-related variable in the beverage packaging equation. Options include lightweighting (source reduction), use of recyclable materials and incorporation of recycled content.

- Source reduction is inevitably a win/win proposition since using less material results in less waste while reducing or, at least containing, material costs.
- Although most beverage packaging materials have the potential to be recycled, whether it is done practically is *the* question when discussing recyclability.
- Most collection programs are limited to glass, metal cans (both aluminum and steel), corrugated, newspaper and the plastics designated number 1 – PETE (polyethylene terephthalate) and number 2 – HDPE (high-density polyethylene). Packaging made from other types of plastics, paperboard or a combination of materials goes to the landfill or incinerator in most areas.



Source: Beverage Marketing Corporation



Source: Beverage Marketing Corporation

Exhibit 6.64

CHILLED, READY-TO-SERVE FRUIT DRINKS
CHANGE IN UNIT VOLUME BY CONTAINER TYPE
2018 – 2022

Container Type	2017/18	2018/19	2019/20	2020/21	2021/22
Glass					
16 fl. oz.	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Subtotal	**[redacted]%**	**[redacted]%**	**[redacted]%**	**[redacted]%**	**[redacted]%**
PET Plastic					
128 fl. oz.	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
96-fl.oz.	[redacted]	[redacted]%	[redacted]%	[redacted]%	[redacted]%
64 fl. oz.	[redacted]%	[redacted]%	[redacted]	[redacted]	[redacted]
32 fl. oz.	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Other (16 oz.)	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Subtotal	**[redacted]%**	**[redacted]%**	**[redacted]%**	**[redacted]%**	**[redacted]%**
Paper					
64 fl. oz.	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
32 fl. oz.	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Other (14 oz.)	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Subtotal	**[redacted]%**	**[redacted]%**	**[redacted]%**	**[redacted]%**	**[redacted]%**
TOTAL	**[redacted]%**	**[redacted]%**	**[redacted]%**	**[redacted]%**	**[redacted]%**

Source: Beverage Marketing Corporation; SBAcci