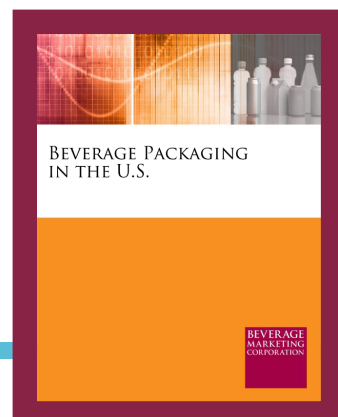


BEVERAGE PACKAGING IN THE U.S.

2020 EDITION (Published November 2020. Data through 2019. Market projections through 2024.) More than 400 pages, with extensive text analysis, graphs, charts and tables.



This beverage packaging research report offers market insights as well as statistical breakouts by type 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 companies, their history and products. Discusses impact of the coronavirus pandemic on the trends.

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INSIDE:

REPORT OVERVIEW

A brief discussion of key features of this report. 2

TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. 6

SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. 15



HAVE
QUESTIONS?

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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 2024 - by beverage type and package type?
- Which packaging segments and sizes grew in 2019, 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 Alcoa, Amcor, Ball Corporation, Crown Holdings, DAK Americas, International Paper, Novelis, O-I, Plastipak Packaging, Reynolds Group Holdings 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 2024.



BEVERAGE PACKAGING IN THE U.S.

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Beverage Packaging in the U.S.

November 2020

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

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Contents

Table of Contents

TABLE OF CONTENTS

TABLE OF CONTENTS -----	i
DEFINITIONS USED IN THIS REPORT-----	x
INTRODUCTION -----	xii

Chapter

1. THE U.S. BEVERAGE PACKAGING MARKET

The National Beverage Packaging Market-----	1
• Overview-----	1
• Environmental Issues -----	5
• Special Note on Coronavirus -----	8
• Historical Development -----	9
The Role of Packaging in Product Marketing -----	16
• Overview-----	16
• Form and Function -----	17
• Value-----	20
• Consumer Appeal -----	23
The National Beverage Packaging Market by Type -----	28
• Overview-----	28
Aluminum Cans	
• Overview-----	33
• By Beverage Type-----	34
Plastic Packaging	
• Overview-----	36
• By Beverage Type-----	37
Glass Packaging	
• Overview-----	40
• By Beverage Type-----	40
Paper Packaging	
• Overview-----	43
• By Beverage Type-----	44
Aseptic Packaging	
• Overview-----	46
Pouch Packaging	
• Overview-----	48
Exhibits	
1.1 U.S. Beverage Packaging Market Unit Volume by Category 2014 – 2019 -----	50
1.2 U.S. Beverage Packaging Market Share of Unit Volume by Category 2014 – 2019 -	51
1.3 U.S. Beverage Packaging Market Change in Unit Volume by Category 2015 – 2019	52
1.4 U.S. Beverage Packaging Market PET, Aluminum, Glass and Paper Consumer Recycling Rates 2000 – 2019 -----	53

TABLE OF CONTENTS

Chapter

1. THE U.S. BEVERAGE PACKAGING MARKET (cont'd)***Exhibits (cont'd)***

1.5	U.S. Beverage Packaging Market Unit Volume by Package Type 2014 – 2019 -----	54
1.6	U.S. Beverage Packaging Market Share of Unit Volume by Package Type 2014 – 2019 -----	55
1.7	U.S. Beverage Packaging Market Change in Unit Volume by Package Type 2015 – 2019 -----	56
1.8	Can Packaging Unit Volume by Beverage Type 2014 – 2019 -----	57
1.9	Can Packaging Share of Unit Volume by Beverage Type 2014 – 2019 -----	58
1.10	Can Packaging Change in Unit Volume by Beverage Type 2015 – 2019 -----	59
1.11	Plastic Packaging Unit Volume by Beverage Type 2014 – 2019 -----	60
1.12	Plastic Packaging Share of Unit Volume by Beverage Type 2014 – 2019 -----	61
1.13	Plastic Packaging Change in Unit Volume by Beverage Type 2015 – 2019 -----	62
1.14	Glass Packaging Unit Volume by Beverage Type 2014 – 2019 -----	63
1.15	Glass Packaging Share of Unit Volume by Beverage Type 2014 – 2019 -----	64
1.16	Glass Packaging Change in Unit Volume by Beverage Type 2015 – 2019 -----	65
1.17	Paper Packaging Unit Volume by Beverage Type 2014 – 2019 -----	66
1.18	Paper Packaging Share of Unit Volume by Beverage Type 2014 – 2019 -----	67
1.19	Paper Packaging Change in Unit Volume by Beverage Type 2015 – 2019 -----	68

2. U.S. CARBONATED SOFT DRINK PACKAGING

Carbonated Soft Drink Packaging -----	69
• Overview & Issues -----	69
• Package Sizes -----	77
• Secondary Packaging -----	80

Exhibits

2.20	Carbonated Soft Drink Packaging Volume 1975 – 2019 -----	82
2.21	Carbonated Soft Drink Packaging Share of Volume 1975 – 2019 -----	83
2.22	Carbonated Soft Drink Packaging Change in Volume 1985 – 2019 -----	84
2.23	Carbonated Soft Drink Packaging Volume by Size and Type 2014 – 2019 -----	85
2.24	Carbonated Soft Drink Packaging Share of Volume by Size and Type 2014 – 2019 -----	86
2.25	Carbonated Soft Drink Packaging Change in Volume by Size and Type 2015 – 2019 -----	87
2.26	Carbonated Soft Drink Sales in Supermarkets Shares by Secondary Package Type 2014 – 2019 -----	88

3. U.S. BEER PACKAGING

Beer Packaging -----	89
• Overview & Issues -----	89
• Container Types -----	93
• Secondary Packaging -----	100

TABLE OF CONTENTS

Chapter

3. U.S. BEER PACKAGING (cont'd)***Exhibits***

3.27	Beer Packaging Volume by Container Type 1980 – 2019 -----	101
3.28	Beer Packaging Share by Container Type 1980 – 2019 -----	102
3.29	Beer Packaging Growth by Container Type 1981 – 2019 -----	103
3.30	Beer Packaging Estimated Dollar Shares by Secondary Package Type 2019 -----	104

4. U.S. BOTTLED WATER PACKAGING

Bottled Water Packaging -----	105
• Overview & Issues -----	105
• Domestic Sparkling Water -----	122
• Domestic Non-Sparkling Water -----	124

Exhibits

4.31	Bottled Water Packaging Unit Volume by Material 2014 – 2019 -----	128
4.32	Bottled Water Packaging Share of Unit Volume by Material 2014 – 2019 -----	129
4.33	Bottled Water Packaging Change in Unit Volume by Material 2015 – 2019 -----	130
4.34	Domestic Sparkling Water Unit Volume by Material and Size 2014 – 2019 -----	131
4.35	Domestic Sparkling Water Share of Unit Volume by Material and Size 2014 – 2019	132
4.36	Domestic Sparkling Water Change in Unit Volume by Material and Size 2015 – 2019 -----	133
4.37	Domestic Non-Sparkling Water Packaging Volume by Material and Size 2014 – 2019 -----	134
4.38	Domestic Non-Sparkling Water Packaging Share of Unit Volume by Material and Size 2014 – 2019 -----	135
4.39	Domestic Non-Sparkling Water Packaging Change in Unit Volume by Material and Size 2015 – 2019 -----	136

5. U.S. WINE AND DISTILLED SPIRITS PACKAGING

Distilled Spirits Packaging -----	137
• Overview & Issues -----	137
• Package Sizes -----	140
Wine Packaging -----	142
• Overview & Issues -----	142
• Package Sizes -----	150

Exhibits

5.40	Distilled Spirits Packaging Unit Volume and Growth 1981 – 2019 -----	151
5.41	Distilled Spirits Packaging Estimated Unit Volume by Size 2014 – 2019 -----	152
5.42	Distilled Spirits Packaging Estimated Share of Unit Volume by Size 2014 – 2019 ---	153
5.43	Distilled Spirits Packaging Estimated Change in Unit Volume by Size 2015 – 2019 -	154
5.44	Distilled Spirits Packaging Estimated Glass vs. Plastic Volume 2019 -----	155
5.45	Distilled Spirits Packaging Estimated Glass vs. Plastic Share 2019 -----	156

TABLE OF CONTENTS

Chapter

5. U.S. WINE AND DISTILLED SPIRITS PACKAGING (cont'd)***Exhibits (cont'd)***

5.46	Wine Packaging Unit Volume and Growth 1979 – 2019-----	157
5.47	Wine Packaging Estimated Unit Volume by Size 2014 – 2019-----	158
5.48	Wine Packaging Estimated Share of Unit Volume by Size 2014 – 2019-----	159
5.49	Wine Packaging Estimated Change in Unit Volume by Size 2015 – 2019-----	160

6. U.S. FRUIT BEVERAGE PACKAGING

Fruit Beverage Packaging -----	161
• Overview & Issues -----	161
Frozen Concentrate Fruit Juice Packaging -----	165
• Overview & Issues -----	165
Chilled, Ready-to-Serve Fruit Juice Packaging-----	167
• Overview & Issues -----	167
• Package Sizes -----	168
Shelf-Stable Fruit Juice Packaging -----	171
• Overview & Issues -----	171
• Package Sizes -----	171
Shelf-Stable Fruit Drink Packaging -----	174
• Overview & Issues -----	174
• Package Sizes -----	175
Chilled, Ready-to-Serve Fruit Drink Packaging -----	177
• Overview & Issues -----	177
Frozen Concentrate Fruit Drink Packaging -----	178
• Overview & Issues -----	178

Exhibits

6.50	Frozen Concentrate Fruit Juice Unit Volume by Size of Can 1991 – 2019 -----	179
6.51	Frozen Concentrate Fruit Juice Share of Unit Volume by Size of Can 1991 – 2019 -	180
6.52	Frozen Concentrate Fruit Juice Change in Unit Volume by Size of Can 1992 – 2019 -----	181
6.53	Chilled, Ready-to-Serve Fruit Juice Unit Volume by Container Size 2014 – 2019 ---	182
6.54	Chilled, Ready-to-Serve Fruit Juice Share of Unit Volume by Container Size 2014 – 2019 -----	183
6.55	Chilled, Ready-to-Serve Fruit Juice Change in Unit Volume by Container Size 2015 – 2019 -----	184
6.56	Shelf-Stable Fruit Juice Unit Volume by Container Size 2014 – 2019 -----	185
6.57	Shelf-Stable Fruit Juice Share of Unit Volume by Container Size 2014 – 2019-----	186
6.58	Shelf-Stable Fruit Juice Change in Unit Volume by Container Size 2015 – 2019 ----	187
6.59	Shelf-Stable Fruit Drinks Unit Volume by Container Size 2014 – 2019 -----	188
6.60	Shelf-Stable Fruit Drinks Share of Unit Volume by Container Size 2014 – 2019 ----	189
6.61	Shelf-Stable Fruit Drinks Change in Unit Volume by Container Size 2015 – 2019 --	190

TABLE OF CONTENTS

Chapter

6. U.S. FRUIT BEVERAGE PACKAGING (cont'd)***Exhibits (cont'd)***

6.62	Chilled, Ready-to-Serve Fruit Drinks Unit Volume by Container Type 2014 – 2019-	191
6.63	Chilled, Ready-to-Serve Fruit Drinks Share of Unit Volume by Container Type 2014 – 2019 -----	192
6.64	Chilled, Ready-to-Serve Fruit Drinks Change in Unit Volume by Container Type 2015 – 2019 -----	193
6.65	Frozen Concentrate Fruit Drinks Unit Volume by Size of Can 1991 – 2019-----	194
6.66	Frozen Concentrate Fruit Drinks Share of Unit Volume by Size of Can 1991 – 2019 -----	195
6.67	Frozen Concentrate Fruit Drinks Change in Unit Volume by Size of Can 1992 – 2019 -----	196

7. U.S. READY-TO-DRINK COFFEE PACKAGING

RTD Coffee Packaging-----	197
• Overview & Issues -----	197

Exhibits

7.68	RTD Coffee Packaging Unit Volume by Type 2014 – 2019 -----	206
7.69	RTD Coffee Packaging Share of Unit Volume by Type 2014 – 2019-----	207
7.70	RTD Coffee Packaging Change in Unit Volume by Type 2015 – 2019 -----	208

8. U.S. TEA PACKAGING

Tea Packaging -----	209
• Overview & Issues -----	209
• Ready-to-Drink Tea Packaging -----	211

Exhibits

8.71	Tea Packaging Unit Volume by Type 2014 – 2019 -----	215
8.72	Tea Packaging Share of Unit Volume by Type 2014 – 2019 -----	216
8.73	Tea Packaging Change in Unit Volume by Type 2015 – 2019 -----	217
8.74	Ready-to-Drink Tea Packaging Volume by Size and Type 2014 – 2019-----	218
8.75	Ready-to-Drink Tea Packaging Share of Unit Volume by Size and Type 2014 – 2019 -----	219
8.76	Ready-to-Drink Tea Packaging Change in Unit Volume by Size and Type 2015 – 2019 -----	220

9. U.S. MILK PACKAGING

Milk Packaging-----	221
• Overview & Issues -----	221

Exhibits

9.77	Milk Packaging Unit Volume by Type 2014 – 2019 -----	230
9.78	Milk Packaging Share of Unit Volume by Type 2014 – 2019-----	231
9.79	Milk Packaging Change in Unit Volume by Type 2015 – 2019 -----	232

TABLE OF CONTENTS

Chapter

10. U.S. SPORTS AND ENERGY BEVERAGE PACKAGING

Sports Beverage Packaging-----	233
• Overview & Issues -----	233
• Package Sizes -----	237
Energy Drink Packaging-----	239
• Overview & Issues -----	239
• Package Sizes -----	241

Exhibits

10.80 Sports Beverage Packaging Unit Volume by Size 2014 – 2019-----	253
10.81 Sports Beverage Packaging Share of Unit Volume by Size 2014 – 2019-----	254
10.82 Sports Beverage Packaging Change in Unit Volume by Size 2015 – 2019-----	255
10.83 Energy Drink Packaging Unit Volume by Size 1997 – 2019-----	256
10.84 Energy Drink Packaging Share of Unit Volume by Size 1997 – 2019-----	257
10.85 Energy Drink Packaging Change in Unit Volume by Size 1998 – 2019-----	258

11. THE LEADING BEVERAGE PACKAGING COMPANIES

Beverage Package Manufacturing -----	259
• Overview & Issues -----	259

ALCOA

• Overview-----	270
• History -----	275
• Products and Services -----	278
• Financial -----	280

AMCOR

• Overview-----	282
• History -----	286
• Products and Services -----	287
• Financial -----	293

BALL CORPORATION

• Overview-----	294
• History -----	299
• Products and Services -----	302
• Financial -----	314

CROWN HOLDINGS, INC.

• Overview-----	316
• History -----	318
• Products and Services -----	322
• Financial -----	326

TABLE OF CONTENTS

Chapter

11. THE LEADING BEVERAGE PACKAGING COMPANIES (cont'd)**INTERNATIONAL PAPER**

• Overview-----	331
• History -----	332
• Products and Services -----	335
• Financial -----	337

NOVELIS

• Overview-----	338
• History -----	338
• Products and Services -----	341
• Financial -----	343

O-I

• Overview-----	345
• History -----	347
• Products and Services -----	350
• Financial -----	353

PLASTIPAK PACKAGING INC.

• Overview-----	355
• History -----	355
• Products and Services -----	356
• Financial -----	357

REYNOLDS GROUP HOLDINGS

• Overview-----	358
• History -----	359
• Products and Services -----	361
• Financial -----	364

WESTROCK

• Overview-----	365
• History -----	365
• Products and Services -----	366
• Financial -----	367

12. THE PROJECTED U.S. BEVERAGE PACKAGING MARKET

The Projected National Beverage Packaging Market -----	368
• Overview-----	368
• Unit Volume -----	373
• The Cost Environment -----	374
• The Technology Environment-----	375

TABLE OF CONTENTS

Chapter

12. THE PROJECTED U.S. BEVERAGE PACKAGING MARKET (cont'd)

The Projected Beverage Packaging Market by Type-----	376
• Cans -----	376
• Plastic -----	377
• Glass -----	378
• Paper-----	379
The Projected Beverage Packaging Market by Category -----	381
• Overview-----	381

Exhibits

12.86 Projected Beverage Packaging Market Unit Volume by Material Type 2019 – 2024 -	383
12.87 Projected Beverage Packaging Market Share of Unit Volume by Material Type 2019 – 2024 -----	384
12.88 Projected Beverage Packaging Market Compound Annual Growth by Material Type 2019 – 2024 -----	385
12.89 Projected Can Packaging Unit Volume by Beverage Type 2019 – 2024-----	386
12.90 Projected Can Packaging Share of Unit Volume by Beverage Type 2019 – 2024----	387
12.91 Projected Can Packaging Compound Annual Growth by Beverage Type 2019 – 2024 -----	388
12.92 Projected Plastic Packaging Unit Volume by Beverage Type 2019 – 2024 -----	389
12.93 Projected Plastic Packaging Share of Unit Volume by Beverage Type 2019 – 2024 -	390
12.94 Projected Plastic Packaging Compound Annual Growth by Beverage Type 2019 – 2024 -----	391
12.95 Projected Glass Packaging Unit Volume by Beverage Type 2019 – 2024 -----	392
12.96 Projected Glass Packaging Share of Unit Volume by Beverage Type 2019 – 2024 --	393
12.97 Projected Glass Packaging Compound Annual Growth by Beverage Type 2019 – 2024 -----	394
12.98 Projected Paper Packaging Unit Volume by Beverage Type 2019 – 2024-----	395
12.99 Projected Paper Packaging Share of Unit Volume by Beverage Type 2019 – 2024--	396
12.100 Projected Paper Packaging Compound Annual Growth by Beverage Type 2019 – 2024 -----	397
12.101 Projected Beverage Packaging Market Unit Volume by Beverage Type 2019 – 2024 -----	398
12.102 Projected Beverage Packaging Market Share of Unit Volume by Beverage Type 2019 – 2024 -----	399
12.103 Projected Beverage Packaging Market Compound Annual Growth by Beverage Type 2019 – 2024 -----	400

Appendix

Conversion Formulas-----	401
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Matching the characteristics of the packaging material to how and where a beverage is likely to be consumed helps determine the best choice for the target market. Each packaging material—glass, plastic, metal (steel and aluminum), paper or a composite – has advantages and disadvantages.

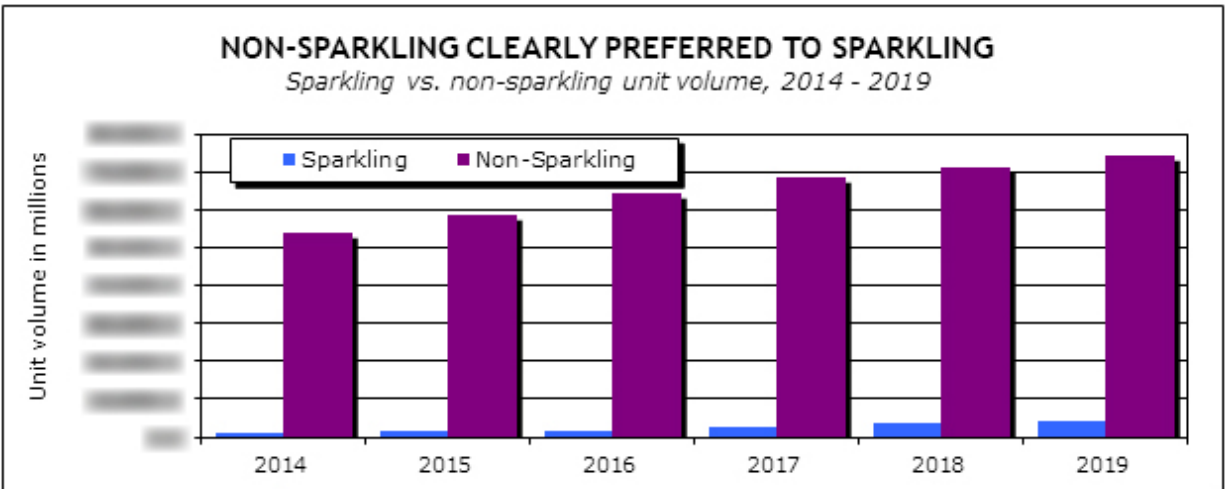
- Plastic bottles are highly portable due to light weight, shatter resistance, reclosability and compatibility with multipacking. Plastic containers also offer product visibility and can be molded into recognition-enhancing custom shapes, which can include handholds for easy gripping and pouring and cup-holder friendly footprints to suit today's mobile consumers.
- As a result, plastic is a popular choice for single-serving containers intended for on-the-go consumption as well as multi-serving sizes formerly packaged in heavier or nonreclosable formats. Because of these factors, use of plastic containers has expanded significantly during the past two decades.
- A higher price point and the popularity of larger reclosable plastic containers is driving the vending channel to convert from 12-ounce cans to 16-, 20- or 24-ounce polyethylene terephthalate (PET) bottles. Although these containers officially contain two or more servings (typically 8-ounce), many consumers see them as single-serve and consume them as such.
- Concern about America's obesity epidemic and a Food and Drug Administration (FDA) recommendation to expand Nutrition Facts information for multi-serving products that could be, and often are, consumed as a single serving is prompting brand owners like Coca-Cola and Kraft to add nutritional information for the contents of the entire container.
- The label changes also may include flagging the number of actual "single" servings (generally 8-ounce) on the front of the container.
- Hot-filled or pasteurized beverages like tea, fruit juice and beer, which once were limited to more heat-tolerant metal and glass packaging options or cold filling are now commonly found in PET due to improvements in resin, container design and blowing techniques that have boosted barrier properties and heat resistance. As a result, new glass/metal-to-plastic conversions are occurring.
- Cans are lightweight, low cost, fillable at high speeds, quick chilling, unbreakable, stackable and easily multipacked for bulk sales.
- However, lack of resealability generally limits aluminum beverage cans to single-serving sizes, with 12-ounce being the most common, although 16-ounce and slim line roughly 8.4-ounce are commonly chosen for energy drinks and 24-ounce are seeing expanded usage for beer.

CHILLED, READY-TO-SERVE FRUIT DRINKS
CHANGE IN UNIT VOLUME BY CONTAINER TYPE (r)
2015 – 2019

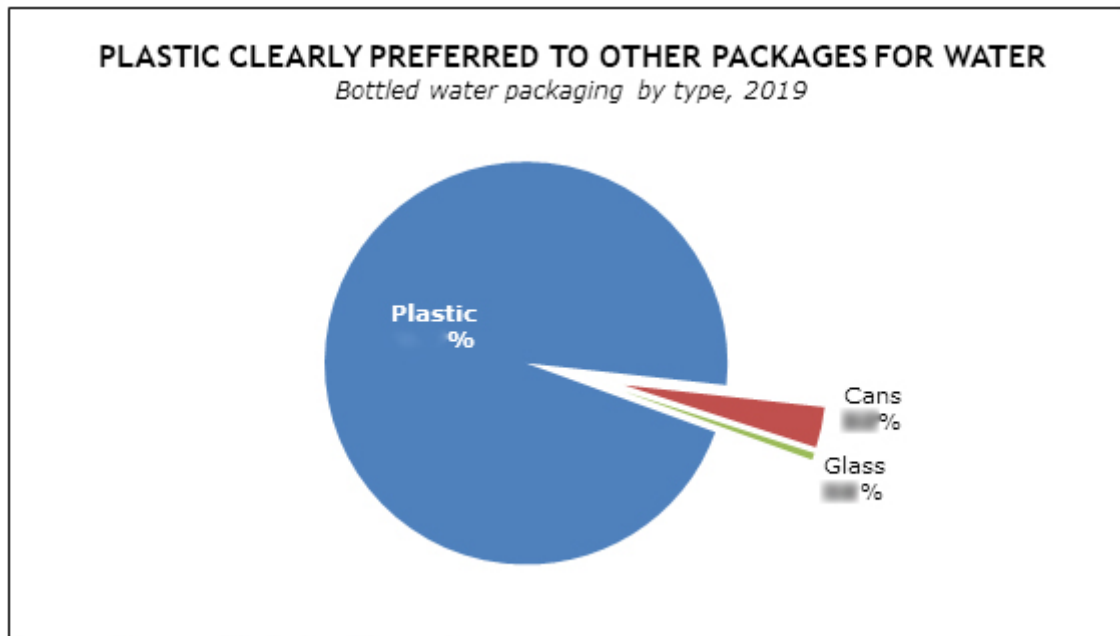
Container Type	2014/15	2015/16	2016/17	2017/18	2018/19
Glass					
16 fl. oz.	100%	100%	100%	100%	100%
Subtotal	100%	100%	100%	100%	100%
PET Plastic					
128 fl. oz.	100%	100%	100%	100%	100%
96-fl.oz.	100%	100%	100%	100%	100%
64 fl. oz.	100%	100%	100%	100%	100%
32 fl. oz.	100%	100%	100%	100%	100%
Other (16 oz.)	100%	100%	100%	100%	100%
Subtotal	100%	100%	100%	100%	100%
Paper					
64 fl. oz.	100%	100%	100%	100%	100%
32 fl. oz.	100%	100%	100%	100%	100%
Other (14 oz.)	100%	100%	100%	100%	100%
Subtotal	100%	100%	100%	100%	100%
TOTAL	100%	100%	100%	100%	100%

(r) Revised

Source: Beverage Marketing Corporation; SBAcci



Source: Beverage Marketing Corporation



Source: Beverage Marketing Corporation