

An overview of the NORTH AMERICA glass containers market

Set to grow 3.19 percent annually from 2025 to 2030, NORTH AMERICA's glass packaging market is driven today by rising food, beverages, cosmetics and pharmaceuticals demand. Here premium appeal, recyclability, design innovations and sustainability are all fueling the upward curve – especially in the alcoholic beverage segment: positioning glass as the preferred, eco-conscious packaging solution.

The North American glass bottles and containers market is projected to reach 11.46 thousand kilotons in 2025, with expectations to climb to 13.41 thousand kilotons by 2030. This represents a compound annual growth rate (CAGR) of 3.19 percent over the forecast period from 2025 to 2030. Here market growth is largely attributed to rising demand across such industries as food and beverage, cosmetics and pharmaceuticals. With more consumers leaning toward packaging that promotes safety and health, glass is increas-

Production of Beer, in Million Barrels, United States from March - May 2024



Source: Alcohol And Tobacco Tax And Trade Bureau

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ingly being adopted across a range of product segments. This trend is especially evident in the beverage industry, where high-end products and craft drinks are commonly packaged within glass containers.

PACKAGE DESIGN

Innovations in design, such as advanced embossing techniques, unique shapes and artistic finishes, are enhancing the visual appeal of glass packaging. These developments not only support brand differentiation but also make glass a preferred choice for companies aiming to capture consumer attention through striking packaging. Additionally, the industry's move toward lightweight glass technologies is helping to mitigate shipping costs and reduce environmental footprints - thereby contributing further to the market's expansion.

FACTORING IN CONSUMPTION

Within the United States, a notable rise in the consumption of alcoholic beverages is fueling strong demand for glass packaging.



The expanding variety of alcoholic drinks, combined with a consumer preference for upscale presentation, has bolstered the popularity of glass bottles. Valued for their recyclability and premium appearance, these bottles also help maintain the integrity and flavor of the beverages. The growth of craft beer and small-batch spirits has intensified interest in premium glass packaging options. Insights from the 2023 National Survey on Drug Use and Health (NSDUH) show that approximately 218.7 million American adults -equivalent to 84.9 percent of individuals aged 18 and

above- have consumed alcohol at some point. This wide-reaching consumer base supports consistent demand for a broad range of packaging solutions within the beverage segment. Glass bottles continue to dominate the market due to their functional versatility and aesthetic appeal, prompting manufacturers to innovate in response to evolving market needs.

IMPACT ON DEMAND

According to Glass Global, North America produced approximately 8,389,233 tonnes of glass bottles and containers, out of a total production capacity of 9,321,370 tonnes annually. These figures underscore the region's substantial infrastructure and prominent role in the global glass packaging sector. The high production capacity points to not only strong domestic demand but also widespread application across key industries including food, beverages, cosmetics and pharmaceuticals. Further data from the International Trade Centre indicates that the U.S. exported about 141,143 tonnes of glass packaging materials. This demonstrates growing international interest in North American glass products, likely driven by their high quality and the region's efficient manufacturing systems. The combination of large-scale production and healthy export activity reinforces the strong outlook for this market. As the use of container glass expands across industries, recycling has become increasingly critical. With sectors



such as food, cosmetics and pharmaceuticals generating significant glass waste, effective recycling practices are essential. Regulatory shifts in favour of eco-friendly packaging are also steering manufacturers toward glass solutions, cementing its role in sustainable development across North America

NORTH AMERICA ALCOHOLIC BEVERAGE BOOM FUELS GLASS BOTTLE MARKET UPTICK

Producers of alcoholic beverages are increasingly introducing new product variants in glass bottles - a strategic shift expected to drive notable market momentum. This transition to glass packaging is designed to elevate product appeal and reshape customer perceptions, leveraging the premium associations consumers attach to glass containers. Not only does glass packaging enhance flavor preservation and product quality, but it also offers better recyclability and a more sophisticated appearance. Many consumers interpret glass as a marker of higher quality, often accepting a higher price point as a result. In addition, glass allows for greater creativity in bottle design, providing brands with a distinctive edge on crowded retail shelves. This design flexibility is aligning well with growing consumer interest



in sustainability. Glass, being fully recyclable and reusable, appeals strongly to eco-conscious buyers seeking packaging that reflects their values.

INNOVATION

A case in point came in September 2024 when Diageo-owned Johnnie Walker introduced a limited-edition Blue Label Ultra featuring the world's lightest 700ml glass bottle specifically crafted for Scotch whisky. This innovation represents a meaningful advancement in sustainable packaging for spirits. In the beer segment, shifting cultural preferences, demographic changes and increasing urbanization are playing crucial roles in shaping packaging choices. The popularity of beer, especially among younger consumers, continues to rise. Ongoing investments in distribution and the expansion of regional beer networks are sustaining these patterns and are expected

to support continued demand for glass packaging. Between March and May 2024, beer production in the U.S. packaged in bottles and cans ranged from 10.41 million to 12.47 million barrels. These figures point to sustained demand for packaged beer despite broader industry fluctuations. While 2023 saw a 5 percent decline in beer production and imports and a 1 percent drop in craft brewer volume sales, underlying trends suggest the market remains resilient.

SUSTAINABILITY CONSIDERATIONS

The slight downturn in production and imports could reflect changing consumer preferences, shifting economic conditions, or regulatory pressures. Nevertheless, the uptick in consumption hints at fresh growth potential and space for innovation - possibly driven by emerging beer styles, sharper branding efforts, or evolving consumer habits. Sustainability con-



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tinues to gain ground across North America, with more consumers actively avoiding plastic and seeking environmentally friendlier alternatives. This behavioural shift is accelerating the wine and spirits industry's movement toward glass packaging. Consumers tend to perceive glass bottles as more sustainable and of higher quality than plastic options. This perception strongly appeals to environmentally-minded buyers who are often willing to pay extra for sustainable packaging solutions. Additionally, upcoming



regulations aimed at reducing plastic usage could further boost the demand for glass in the alcoholic beverage industry.

ANTICIPATED MARKET GROWTH LEADERSHIP

The United States remains one of the dominant players in the global packaging industry, home to a wide range of companies producing glass bottles and containers across sectors including food and beverage, pharmaceuticals and personal care. Strong economic performance and rising consumer spending in these areas are helping to sustain the demand for glass packaging solutions. This demand is further underpinned by a broadening preference for packaging that is both sustainable and recyclable. Glass remains a preferred material thanks to its eco-friendly profile. In the beverage industry, the rapid growth of the craft beer and spirits segments has increased the need for unique and customized glass packaging formats. In parallel, expansion in the pharmaceutical industry - driven by an ageing population and advances in healthcare delivery - has fueled the requirement for high-quality glass containers that meet strict safety and preservation standards. The U.S. also provides a conducive environment for business growth. Factors such as a robust economy, a welcoming immigration system for entrepre-

neurs, a diverse consumer market and a culture rooted in innovation all make the country a favourable location for business expansion. Supportive regulations, advanced infrastructure and strong access to capital enhance its attractiveness for firms in manufacturing and packaging.

DIGITAL

The digital transformation of commerce is also creating opportunities. With increasing internet penetration and a growing reliance upon mobile devices, e-commerce has seen exponential growth. This transformation is reshaping consumer habits and offering new channels for businesses to reach buyers. These shifts present valuable prospects for industries like glass packaging, which can leverage digital retail to highlight the appeal of premium, sustainable containers. As environmental concerns grow, glass packaging makers are well-positioned to meet rising expectations for reusable and recyclable materials. At the same time, niche markets focused upon premium or handcrafted products often favour glass for its tactile and visual appeal - creating fertile ground for further industry growth.

DEMOGRAPHIC INFLUENCES

In the United States, demographic shifts are influencing trends





in the wine market. Both Millennial and Gen X consumers have played a key role in driving increased wine consumption. Their distinct preferences and purchasing patterns are shaping the kinds of products that find success in the marketplace. These generations are pushing the industry toward more diverse offerings, often favouring unique varieties and boutique producers. Retail sales of wine in the U.S. totalled around USD 106.3 billion in 2023 - a testament to the size and vitality of the market. This impressive sales figure not only reflects heightened consumption but also points to a trend toward more expensive, premium options. As wine consumers become more sophisticated, they demand both high-quality products and presentations. This growing focus upon quality creates additional momentum for glass packaging. A premium wine's value is often enhanced by its presentation, with a

well-crafted glass bottle reinforcing the product's perceived excellence. Glass offers durability, aesthetic appeal and functional benefits - making it the logical choice for producers aiming to meet evolving customer expectations. For glass manufacturers, this presents an ongoing opportunity to supply innovative, high-quality solutions that align with the premiumization trend shaping the wine industry.

MAPPING THE INDUSTRY PLAYERS

The container glass industry in North America is marked by fragmentation, with a wide range of global and regional players competing for market presence. Notable firms operating within this sector include O-I Glass, Inc., Ardagh Group S.A., MJS Packaging and Anchor Glass Container Corporation. Alongside these key players,

numerous other companies contribute to the market's diverse and competitive structure. As the industry continues to develop, innovation remains a vital element for sustaining and strengthening competitive positioning. Firms are channeling resources into research and development to refine product lines, enhance production efficiency and adapt to shifting consumer preferences. This emphasis upon innovation supports progress in lightweight glass technology, improved recycling capabilities and specialized coating applications aimed at boosting product durability. Environmental awareness and a growing focus upon sustainability have emerged as powerful forces shaping the glass bottles and containers sector. Many organizations are embracing greener practices and highlighting the inherent recyclability of glass as a major advantage. This ongoing shift toward eco-conscious strategies is expected to play a pivotal role in guiding future market trends. ■

GLASS CONTAINER MARKET LEADERS IN NORTH AMERICA

(sorted in no particular order)

1. O-I Glass, Inc
2. Ardagh Group S.A.
3. Anchor Glass Container Corporation
4. Gerresheimer AG
5. Stoelzle Glass Group

