

PRESS RELEASE



TURN 360°
aluminium-closures.org

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More winemakers turn to aluminium closures

New research shows the global wine market shifting towards aluminium closures

Aluminium closures now account for just under 30% of the total global bottled still wine market, according to research recently conducted by Euromonitor. With 30 billion bottles sold worldwide in 2016, the aluminium closure market size is now around 9 billion units annually. This shift towards aluminium screwcaps is particularly evident for the largest still wine markets – Europe and USA.

Europe still represents the largest market for bottled still wines with volumes of more than 17 billion in 2016, according to other research by IWSR, which looked at 0.75L equivalent bottle measurement units. Both reports show a decline in bottled still wine volumes in Europe of between 5.3 and 6.4% in the five years under study. But aluminium closures made significant progress in the same period, growing by 14.5% with a CAGR of 5.2% from 2012-2016.



Commenting on the figures, Guido Aufdemkamp, representing the Aluminium Closures Group said, “These reports show that aluminium closures are continuing to show strong advantages over other wine closure types. Their convenience and increasingly strong branding and decoration enhancements mean more and more winemakers are turning to aluminium closures.”

“In addition, it is worth noting that while the global volume of bottled still wine measured in 0.75L equivalent bottles by IWSR decreased by 2.8% in the period of 2012-2016 to 28.3 billion bottles, Euromonitor shows the total number of wine bottles sold worldwide was stable. These figures rely on a more differentiated research method which results in higher numbers than many other sources forecasts in the media and elsewhere,” he added.

The situation in the United States of America continues to show a strong market for wine with aluminium closures. The number of 0.75L bottled wines of all varieties sold in 2016 increased 4.4% versus 2015, according to the study by IWSR. Sales reached over 3.8 billion bottles. Euromonitor confirms that aluminium closures accounted for 44.9% of all sales of bottled wine in the US in that year. The CAGR for aluminium closures in the US for the five-year period was 6%.

Expressing his delight at the continued growth of the aluminium screwcap market, Guido Aufdemkamp continued, “There is a truly global acceptance of aluminium closures,

particularly with younger consumers and those new to wine, who show a real preference for screwcaps.”

“Consumers are convinced by their ease of use, as surveys of our Turn 36° campaign have demonstrated. In addition, these closures are completely recyclable, so fit completely with the current demands for more sustainable performance of packaging,” he concluded.

Sources: Euromonitor International, IWSR and EAFA

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About ‘Aluminium Closures Group’:

The Aluminium Closures Group consists of the leading manufacturers of aluminium closures, aluminium strips and sheets for closures and is part of the European Aluminium Foil Association (EAFA), representing about 75% of global aluminium closure production. The members are Alcopack, Amcor, Astro, Closurelogic, FederfinTech, G3 Enterprises, Guala Closures, Herti and Mala as well as Aludium, Constellium, Impexmetal, Novelis, Laminazione Sottile, and Slim Aluminium.

For more information visit: www.aluminium-closures.org

About ‘Euromonitor International’:

Euromonitor International is one of the leading independent providers of strategic market research, creating data and analysis on thousands of products and services around the world. Euromonitor International's extensive network of in-country analysts provides the depth of local business information required in today's international business environment.

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About ‘IWSR’:

The IWSR is a provider of data and analysis on the alcoholic beverage market. It tracks overall consumption and trends at brand, quality and category level while providing insight into short- and long-term trends. With one of the world's largest databases in this field, it quantifies the global market of wine, spirits, beer, cider and mixed drinks by volume and value in 157 countries. The data is used by major multinational wine, spirits and beer companies, as well as financial and alcoholic beverage market suppliers.

For more information visit: www.theiwsr.com