

# Do PET Bottles Offer Better Beverage Bottle Economics Than Metal Or Glass?



## The Economics of 0.5 Liter Beverage Containers in 2009

*- A Cost Comparison of Steel and Aluminum Cans as well as PET and Glass Bottles for Carbonated Soft Drinks and Beer in Europe*

PET bottles continue to make European beverage market inroads, particularly in beer but also in other beverage categories. But how do total supply chain costs in emerging PET bottles compare to that for steel, aluminum and glass bottles?

This sweeping study will answer that question – through a detailed cost chain analysis, qualitative interpretation and solid conclusions for various beverage sectors – that can help drive the decision-making process in Europe between different material structures.

**This study, authored by SCHÖNWALD CONSULTING and marketed by Packaging Strategies, is a critical update of Schoenwald's 2006 economic comparison of metal cans and PET bottles for CSD and beer!**

### Detailed Cost Comparisons Delivered

- Half-liter containers in glass, PET, steel and aluminum cans
- Lids or closure options for PET and glass bottles, steel and aluminum cans
- Labels for PET and glass
- Different beverage products
- Filling lines
- Secondary packaging
- Transportation
- Retailer direct and outlet shelf space
- Total supply chain costs and costs per liter
- The use of standard and barrier-enhanced options

### Who Should Buy This Study

- Container manufacturers in PET, glass, aluminum and steel
- Closure and lid manufactures
- Brand owners considering a change in materials or format
- Breweries and CSD bottlers
- Retailers considering cost options
- Equipment suppliers
- Label manufacturers
- Material suppliers
- Logistics firms
- Consultants and service suppliers

### Learn From This Study

- How well PET matches up in total systems costs to steel and aluminum cans and glass bottles for CSD and beer
- How the use of barrier in PET changes the economic paradigm
- How such factors as lids and closures, filling lines and labels influence total costs for each material
- Cost chain factors that contribute in decision making

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Graph 2: Average data for CSD; cost chain in 2009 of 0.5 litre steel and aluminium cans, glass bottles and standard PET bottles for CSD

## 1. INTRODUCTION

## 2. OBJECTIVE AND SCOPE OF OVERVIEW

## 3. METHODOLOGY OF RESEARCH

## 4. GENERAL INFORMATION

## 5. COST COMPARISON DATA

A comparison between steel and aluminium cans, glass and the different PET bottles options.

Cost ranges in per 1.000 units in 2009 for 0.5 litre containers with annual volumes of 150 to 200 million units for the following:

- Container
- Lid / closure

- Label
- Product
- Filling
- Secondary packaging
- Transport by truck
- Retailer direct and outlet shelf space cost
- Total chain cost
- Total chain cost per litre

Table 2: Summary cost chain in 2009 of 0.5 litre steel and aluminium cans, glass bottles, standard PET bottles for CSD and all high barrier PET bottles for beer

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