



Alcoholic Drinks Packaging in Vietnam

September 2023

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Alcoholic Drinks Packaging in Vietnam - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Metal beverage cans the leading pack type in Vietnam
Corona gives waste barley a new life in packaging
Estrella Galicia introduces the “No Pack” multipack

PROSPECTS AND OPPORTUNITIES

Alcoholic drinks packaging unit volumes will continue seeing dynamic growth
Premiumisation trend will drive growth in folding cartons

Alcoholic Drinks Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Glass jars the leading pack type in sweet spreads in 2022
Small pack sizes of soft drinks remain popular among consumers in 2022
Metal beverage cans gaining ground within alcoholic drinks
Glass bottles gaining popularity within the beauty and personal care industry in 2022
HDPE bottles dominate surface care packaging in Vietnam

PACKAGING LEGISLATION

Vietnam introduces an EPR regime in 2022 to promote sustainability

RECYCLING AND THE ENVIRONMENT

Coca-Cola Vietnam launches 100% recycled PET bottles in 2022

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