



Euromonitor
International

Alcoholic Drinks Packaging in China

September 2024

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Alcoholic Drinks Packaging in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Metal bottles gains pack type share in beer
- Kegs gains popularity for lager in foodservice due to its efficiency
- Glass bottles loses ground to metal packaging in lager

PROSPECTS AND OPPORTUNITIES

- Growth for metal beverage cans over the forecast period due to convenience
- Smaller pack sizes expected to grow amidst health and lifestyle shifts

Alcoholic Drinks Packaging in China - Company Profiles

Packaging Industry in China - Industry Overview

EXECUTIVE SUMMARY

- Packaging in 2023: The big picture
- 2023 key trends
- Shaped liquid cartons popular in dairy food packaging due to their convenience
- PET bottles dominate soft drinks packaging
- Kegs gain popularity for lager in foodservice channel due to their efficiency
- Oral care the largest beauty and personal care packaging category, but skin care sees stronger growth
- Folding cartons the leading pack type in home insecticides

PACKAGING LEGISLATION

- New standard on excessive packaging for fresh produce

RECYCLING AND THE ENVIRONMENT

- Ambrosial Yoghurt introduces sustainable packaging initiatives to reduce emissions
- Unilever and Alibaba Group launch "Waste-Free World" initiative to enhance plastic bottle recycling
- PepsiCo and Coca-Cola unveil innovative sustainability initiatives in packaging
- Table 1 - Overview of Packaging Recycling and Recovery in China: 2021/2022 and Targets for 2023

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-packaging-in-china/report.