



# Soft Drinks Packaging in Thailand

July 2025

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## Soft Drinks Packaging in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

PET bottles dominates soft drinks packaging in Thailand, with a growing shift towards recycled PET

Suntory becomes the first company in the country with 100% rPET bottles

Thai Beverage introduces several sustainable packaging initiatives

#### PROSPECTS AND OPPORTUNITIES

Increased out of home activities to drive demand for on-the-go packaging solutions

Thailand's soft drinks packaging set to experience a shift, driven by consumer preferences and government policies

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[Soft Drinks Packaging in Thailand - Company Profiles](#)

[Packaging Industry in Thailand - Industry Overview](#)

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Thailand's food packaging market embraces green solutions and practical formats

Sustainability drives rPET and paper-based packaging innovation in non-alcoholic drinks

Thailand's alcoholic drinks packaging evolves with sustainability and convenience

Sustainability and flexible formats drive beauty and personal care packaging

Thailand's home care packaging is being driven by affordability and innovation

Lightweight, cost-effective solutions gain traction in pet food packaging

### PACKAGING LEGISLATION

Thailand introduces stricter rules on alcohol packaging size and labelling

Thailand drafts law for sustainable packaging and EPR compliance

### RECYCLING AND THE ENVIRONMENT

Thailand's binding EPR law to transform packaging recovery and recycling

Thailand's Plastic Waste Management Roadmap

[Table 1 - Overview of Packaging Recycling and Recovery in Thailand: 2022/2023 and Targets for 2024](#)

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