



Alcoholic Drinks Packaging in Hong Kong, China

October 2025

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Alcoholic Drinks Packaging in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surge in packaging driven by tax cuts, tourism revival and sustainability shifts
Packaging trends show a shift towards convenience and single-serve formats
Asahi's 2-litre can redefines casual drinking with a shareable, space-saving format

PROSPECTS AND OPPORTUNITIES

Sustainability and tax reforms drive growth in alcoholic drink packaging in Hong Kong
Premiumisation and health trend fuelling Hong Kong's strong RTDs sales

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Alcoholic Drinks Packaging in Hong Kong, China - Company Profiles

Packaging Industry in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Hong Kong's food packaging shifts towards sustainability and size optimisation
Hong Kong's non-alcoholic drinks packaging driven by rPET adoption
Hong Kong's alcoholic drinks packaging pivots to cans for sustainability and convenience
Beauty and personal care packaging shifts towards hybrid and eco-conscious materials
Home care packaging trends focus on refillable, eco-friendly and concentrated formats
Sustainability and convenience converge in Hong Kong's pet food packaging trends

PACKAGING LEGISLATION

Impact of plastic ban on packaging design and material innovation
Impact of PRS development on beverage packaging design and circularity

RECYCLING AND THE ENVIRONMENT

Sustainable packaging momentum in beverages
Retailers and brands driving in-store recycling campaigns

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