



# Alcoholic Drinks Packaging in Hong Kong, China

October 2025

Table of Contents

## 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

## DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/alcoholic-drinks-packaging-in-hong-kong-china/report](https://www.euromonitor.com/alcoholic-drinks-packaging-in-hong-kong-china/report).