



Euromonitor
International

Alcoholic Drinks Packaging in Vietnam

October 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vietnam's alcoholic drinks packaging unit volumes decline in the face of regulatory and economic pressure in 2024

Premiumisation supports growth of glass bottles in Vietnam's beer packaging

Choya's umeshu packaging redesign responds to shifting consumption habits in Vietnam

PROSPECTS AND OPPORTUNITIES

Rising demand will help drive growth for all packaging formats

Limited packaging innovation defines the outlook for Vietnamese alcoholic drinks

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- **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-vietnam/report.