



# Alcoholic Drinks Packaging in Vietnam

October 2025

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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

DISCLAIMER

EXECUTIVE SUMMARY

Packaging in 2024: The big picture  
2024 key trends  
Food packaging in Vietnam in 2024 was shaped by a move toward convenience, portion control, and selective shifts to paper and carton.  
Non-alcoholic drinks packaging in Vietnam in 2024 was marked by the rapid growth of PET bottles, gradual adoption of recycled content, and a revival of returnable glass.  
Alcoholic drinks packaging in Vietnam in 2024 was influenced by regulatory pressures and premiumization, with glass bottles gaining share in premium segments  
Beauty and personal care packaging in Vietnam in 2024 was driven by sustainability, refill solutions, and the popularity of small flexible packs.  
Home care packaging in Vietnam in 2024 was characterized by growth in PET and HDPE bottles, the rise of refill pouches, and a focus on smaller, more convenient pack sizes.  
Dog and cat food packaging in Vietnam in 2024 was evolving toward bulk convenience, sustainability, and user-friendly formats.

PACKAGING LEGISLATION

Regulatory pressure accelerates sustainable packaging innovation  
Impact on manufacturers and cost passthrough to consumers  
Reverse vending initiatives open new horizon for cleaner Vietnam

RECYCLING AND THE ENVIRONMENT

Refillable and reusable packaging solutions by brands  
Biobased and recyclable material innovation a new normal  
Consumer engagement and ecolabelling a new normal in Vietnam  
Table 1 - Overview of Packaging Recycling and Recovery in Vietnam: 2022/2023 and Targets for 2024

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