



Euromonitor
International

Plant-Based Dairy Packaging in China

June 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Leading pack type brick liquid cartons continues to gain share in plant-based milk

The 240g pack is the preferred size in China due to its portability

Plant-based dairy packaging unit volumes continue declining in 2023

PROSPECTS AND OPPORTUNITIES

Shaped liquid cartons expected to gain share in plant-based dairy over the forecast period

Potato milk brand DUG to scale up distribution in China

Plant-Based Dairy Packaging in China - Company Profiles

Packaging Industry in China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Shaped liquid cartons popular in dairy food packaging due to their convenience

PET bottles dominate soft drinks packaging

Kegs gain popularity for lager in foodservice channel due to their efficiency

Oral care the largest beauty and personal care packaging category, but skin care sees stronger growth

Folding cartons the leading pack type in home insecticides

PACKAGING LEGISLATION

New standard on excessive packaging for fresh produce

RECYCLING AND THE ENVIRONMENT

Ambrosial Yoghurt introduces sustainable packaging initiatives to reduce emissions

Unilever and Alibaba Group launch "Waste-Free World" initiative to enhance plastic bottle recycling

PepsiCo and Coca-Cola unveil innovative sustainability initiatives in packaging

Table 1 - Overview of Packaging Recycling and Recovery in China: 2021/2022 and Targets for 2023

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.