



Plant-Based Dairy Packaging in China

August 2025

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Plant-Based Dairy Packaging in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Plant-based dairy packaging volumes decline in China in 2024, although shaped liquid cartons sees growth through sustainability and innovation
Distinct designs and sustainable packaging differentiate plant-based dairy products from standard dairy products
Premium artwork and resealable closures drive packaging innovation in plant-based dairy

PROSPECTS AND OPPORTUNITIES

Plant-based dairy packaging volumes in China expected to decline due to weakening demand and despite evolving innovation
Sustainable and convenient pack types expected to lead growth in plant-based dairy packaging in China

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Plant-Based Dairy Packaging in China - Company Profiles

Packaging Industry in China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
China's food packaging saw a unified shift towards sustainability and convenience
Portable packaging is trending in non-alcoholic drinks for on-the-go and environmental reasons
PET bottles gain ground in alcoholic drinks packaging driven by portability and sustainability
Rise of e-commerce and eco-consciousness are reshaping beauty packaging
Blister packs boom due to visibility and protection in home care packaging
Premiumisation and convenience drive evolution in dog and cat food packaging in China

PACKAGING LEGISLATION

Anti-excess packaging rules for leaner designs and reduced hidden costs
Advancing safe and sustainable packaging through China's 2024 draft amendments

RECYCLING AND THE ENVIRONMENT

Recyclable packaging as part of Mars China's corporate sustainability drive
Table 1 - Overview of Packaging Recycling and Recovery in China: 2023/2024 and Targets for 2025

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