

Alcoholic Drinks Packaging in China

August 2023

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Alcoholic Drinks Packaging in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Resurgence of COVID-19 case numbers negatively impacts foodservice packaging unit volumes in alcoholic drinks in 2022

Major players release Lunar New Year-inspired alcoholic drinks packaging

Metal bottle packaging continues gaining share in 2022

PROSPECTS AND OPPORTUNITIES

Kegs to see growth over the forecast period

The 330ml pack size will be boosted by the reopening of society

Alcoholic Drinks Packaging in China - Company Profiles

Packaging Industry in China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Large pack sizes are preferred in sauces, dips and condiments packaging in China

PET bottles are the preferred pack type in non-alcoholic drinks packaging

Metal beverage cans are the dominant pack type in alcoholic drinks packaging

New materials are being used to create eco-friendly packaging in China in 2022

Chinese consumers are leaning towards more convenient forms of packaging

PACKAGING LEGISLATION

New legislation on Labelling of Pre-Packaged Special Dietary Foods in China

SAMR set to enforce new provisions to reduce excessive packaging from 2023

China bans non-degradable plastic bags

RECYCLING AND THE ENVIRONMENT

China emphasises the importance of the need for standardised recycling

Chinese government sets targets to achieve carbon neutrality by 2060

Unilever and Alibaba group introduce a closed-loop plastic recycling system

Table 1 - Overview of Packaging Recycling and Recovery in China: 2020/2021 and Targets for 2022

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