



**Euromonitor
International**

Hot Drinks Packaging in Thailand

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hot drinks packaging grows as premiumisation and regulatory momentum reshape format priorities

INDUSTRY PERFORMANCE

Convenience and premiumisation drive volume expansion

Rigid plastic advances driven by PET jar adoption in instant coffee and the growth of convenience single-serve formats

Thailand's Sustainable Packaging Management Act progresses in 2025, imposing extended producer responsibility obligations across the supply chain

WHAT'S NEXT?

Steady packaging volume growth driven by expansion of rigid plastic and capsule formats

Packaging businesses should prioritise recyclable rigid formats and single-serve convenience structures to capture Thailand's premium coffee expansion

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