

Dairy Packaging in Thailand

October 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Brick liquid cartons the main pack type for milk as they extend shelf life
Flexible packaging popular for providing a contamination barrier for coffee whiteners
Convenience is a major reason why brick liquid cartons are used for cream

PROSPECTS AND OPPORTUNITIES

Strong demand for fresh milk to boost HDPE bottles and gable top containers
Metal packaging to lose share in condensed milk as this pack type is replaced by squeezable plastic tubes

Dairy Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Brands primarily focussed on brick liquid cartons for cream and milk
Smaller pack sizes dominate in soft drinks
The 330ml pack remains the most popular size for alcoholic drinks in Thailand
Smart packaging popular for beauty and personal care products in Thailand
HDPE bottles the main pack type in surface care

PACKAGING LEGISLATION

New legislation for food-contact plastics

RECYCLING AND THE ENVIRONMENT

Singha at the forefront of sustainable packaging and waste management in Thailand

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