

Alcoholic Drinks Packaging in Hong Kong, China

September 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Metal beverage cans becoming more popular for beer due to their convenience

Brands are incorporating locally inspired designs to make products stand out

The 330ml pack size remains most popular due to its many advantages

PROSPECTS AND OPPORTUNITIES

Folding carton usage expected to increase in spirits due to its premium look

Chinese government's latest five-year plan calls for expansion in its recycling capacity

Alcoholic Drinks Packaging in Hong Kong, China - Company Profiles

Packaging Industry in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible plastic remains the main pack type in confectionery in 2022

Sustainable packaging options emerge in RTD coffee in 2022

Metal beverage cans gaining popularity in beer

HDPE bottles and folding cartons the main pack types in beauty and personal care

HDPE bottles are projected to lose share to flexible plastic in home care

PACKAGING LEGISLATION

Government is undertaking several initiatives to mitigate environmental risks

RECYCLING AND THE ENVIRONMENT

Brands adopt sustainable practices to meet environmental concerns in Hong Kong

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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-packaging-in-hong-kong-china/report.