

# Dairy Packaging in Vietnam

October 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Drinking milk products grow in dairy packaging in Vietnam in 2022

Brick liquid cartons are the most popular pack type in 2022

Friesland Campina is pursuing sustainable packaging development in Vietnam

### PROSPECTS AND OPPORTUNITIES

Trend towards smaller pack sizes expected to be seen

Drinking milk products and yoghurt will benefit from their healthy perception among local consumers

## Dairy Packaging in Vietnam - Company Profiles

## Packaging Industry in Vietnam - Industry Overview

## EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Glass jars the leading pack type in sweet spreads in 2022

Small pack sizes of soft drinks remain popular among consumers in 2022

Metal beverage cans gaining ground within alcoholic drinks

Glass bottles gaining popularity within the beauty and personal care industry in 2022

HDPE bottles dominate surface care packaging in Vietnam

## PACKAGING LEGISLATION

Vietnam introduces an EPR regime in 2022 to promote sustainability

## RECYCLING AND THE ENVIRONMENT

Coca-Cola Vietnam launches 100% recycled PET bottles in 2022

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