Euromonitor International

Alcoholic Drinks Packaging in Vietnam

September 2026

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Alcoholic Drinks Packaging in Vietnam - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Alcoholic drinks packaging stagnates in 2025 as EPR rules tighten

INDUSTRY PERFORMANCE

Metal beverage cans dominate retail while glass leads premium packaging and foodservice
Glass grows fastest as premiumisation lifts bottled beer
Extended producer responsibility reshapes the sustainability agenda

WHAT'S NEXT?

Packaging demand to be led by beer, cans and premium glass
Recyclable cans, lightweight glass and reuse define packaging priorities

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Alcoholic Drinks Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
EPR pressure and premiumisation reshape food packaging in Vietnam
Sachets anchor volumes as glass and tubes lead growth in beauty and personal care
Flexible plastic leads pet food packaging as thin wall containers and PET canisters emerge

PACKAGING LEGISLATION

Mandatory extended producer responsibility reshapes packaging economics
Decree 05/2025 refines scope, exemptions and reuse incentives
Consolidation and a possible deposit return scheme define the next phase

RECYCLING AND THE ENVIRONMENT

Industry collection schemes scale as producer responsibility organisations mature
Recycled content and circular targets set the direction toward 2030

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