

# Alcoholic Drinks Packaging in Vietnam

September 2023

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## Alcoholic Drinks Packaging in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Metal beverage cans the leading pack type in Vietnam  
Corona gives waste barley a new life in packaging  
Estrella Galicia introduces the “No Pack” multipack

#### PROSPECTS AND OPPORTUNITIES

Alcoholic drinks packaging unit volumes will continue seeing dynamic growth  
Premiumisation trend will drive growth in folding cartons

## Alcoholic Drinks 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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