



Euromonitor
International

Soft Drinks Packaging in Vietnam

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Volumes fall back from a stronger 2024 as recycled PET advances and Extended Producer Responsibility anchors the regulatory horizon

INDUSTRY PERFORMANCE

Rigid plastic retains its commanding lead as total soft drinks packaging volumes fall in 2025

Liquid cartons prove the most resilient format as recycled PET reshapes the dominant bottle style

Extended Producer Responsibility obligations reprice the economics of PET bottles and cans

WHAT'S NEXT?

Soft drinks packaging volumes set to return to growth to 2029, led by resilient rigid plastic

Strategic priorities: EPR-ready PET and cans, recycled content, and circular design

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