



**Euromonitor
International**

Meals and Soups Packaging in Hong Kong, China

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Packaging volumes contract as shelf stable soup and ready meals, and dried ready meals decline, while frozen ready meals drives resilience

Packaging innovation accelerates in ready meals, but soup packaging remains fairly conventional

Smart aseptic ready meal trays redefine meals and soups packaging in Hong Kong

PROSPECTS AND OPPORTUNITIES

Chilled ready meals to drive growth in packaging volumes, offsetting expected packaging decline in soup

Larger pack sizes on the rise in frozen ready meals as families seek convenience

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Hong Kong's food packaging shifts towards sustainability and size optimisation

Hong Kong's non-alcoholic drinks packaging driven by rPET adoption

Hong Kong's alcoholic drinks packaging pivots to cans for sustainability and convenience

Beauty and personal care packaging shifts towards hybrid and eco-conscious materials

Home care packaging trends focus on refillable, eco-friendly and concentrated formats

Sustainability and convenience converge in Hong Kong's pet food packaging trends

PACKAGING LEGISLATION

Impact of plastic ban on packaging design and material innovation

Impact of PRS development on beverage packaging design and circularity

RECYCLING AND THE ENVIRONMENT

Sustainable packaging momentum in beverages

Retailers and brands driving in-store recycling campaigns

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