

Plant-Based Dairy Packaging in Thailand

October 2023

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Plant-Based Dairy Packaging in Thailand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health consciousness is primarily driving the demand for plant-based milk

Soybean remains the most popular alternative option, while almond, oat and pistachio are gaining more recognition

Smaller pack sizes are favoured as they are good for on-the-go consumption

PROSPECTS AND OPPORTUNITIES

Plant-based dairy competition set to intensify, as more players enter the category

Concerns about sustainability are likely to drive the usage of brick liquid cartons

Plant-Based Dairy Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Brands primarily focussed on brick liquid cartons for cream and milk

Smaller pack sizes dominate in soft drinks

The 330ml pack remains the most popular size for alcoholic drinks in Thailand

Smart packaging popular for beauty and personal care products in Thailand

HDPE bottles the main pack type in surface care

PACKAGING LEGISLATION

New legislation for food-contact plastics

RECYCLING AND THE ENVIRONMENT

Singha at the forefront of sustainable packaging and waste management in Thailand

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