

Dairy Packaging in Vietnam

Market Direction | 2022-09-15 | 8 pages | Euromonitor

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Report description:

Vietnamese consumers view dairy products as a source of nutrition. Packaging therefore plays an important role in raising consumer awareness about the benefits of the category's various products. As a result of government regulations pertaining to ingredients and preservatives, manufacturers need to ensure that their marketing messages can be understood amidst these labels and claims.

Euromonitor International's Dairy Packaging in Vietnam report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dairy Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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DAIRY PACKAGING IN VIETNAM

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic boosts the healthy image of dairy products

TH true MILK LIGHT MEAL uses SIG's drinksplus technology

Thin wall plastic containers continues to gain share in condensed milk

PROSPECTS AND OPPORTUNITIES

Drinking milk products and yoghurt will benefit from their healthy perception among local consumers

Trend towards smaller pack sizes expected to be seen

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