

Alcoholic Drinks Packaging in Thailand

Market Direction | 2023-09-11 | 8 pages | Euromonitor

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Report description:

COVID-19 had a major impact on sales of alcoholic drinks in Thailand in 2020, with foodservice consumption plummeting as establishments in this channel were closed for extended periods, with other restrictions also hitting sales in this channel. Retail sales also fell in this year, so that total packaging unit volumes were also in decline. Although the declines were weaker in both channels in 2021, sales continued to fall in both foodservice and retail. However, the lifting of COVID-19 restricti...

Euromonitor International's Alcoholic Drinks Packaging in Thailand 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: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Both retail and foodservice return to positive growth in 2022

330ml is the most popular pack size in 2022 due to its convenience

Singha launches 100% biodegradable packaging for its beer

PROSPECTS AND OPPORTUNITIES

Metal bottles to see strong growth over the forecast period

Jacob's Creek to undergo a visual refresh to reflect a modern and stylish image?

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