

Alcoholic Drinks Packaging in Vietnam

Market Direction | 2023-09-11 | 7 pages | Euromonitor

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Report description:

Metal beverage cans accounted for almost two thirds of total alcoholic drinks packaging unit volumes in Vietnam in 2022. Although glass bottles still lead foodservice alcoholic drinks packaging unit volumes, metal beverage cans dominate the larger retail channel. Metal beverage cans are lighter and easier to store and transport compared to glass bottles, and are also less susceptible to breakage. Furthermore, metal beverage cans cool down faster and remain cold for a longer time, which is partic...

Euromonitor International's Alcoholic Drinks 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: 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

Metal beverage cans the leading pack type in Vietnam

Corona gives waste barley a new life in packaging

Estrella Galicia introduces the "No Pack" multipack

PROSPECTS AND OPPORTUNITIES

Alcoholic drinks packaging unit volumes will continue seeing dynamic growth

Premiumisation trend will drive growth in folding cartons

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