

Dairy Packaging in Thailand

Market Direction | 2023-10-18 | 8 pages | Euromonitor

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Report description:

Milk is one of the most heavily consumed dairy products in Thailand, with brick liquid cartons, HDPE bottles and gable top liquid cartons the main pack types used by leading brands such as Meiji, Foremost or Bear Brand. Brick liquid cartons is the major pack type used for milk packaging, as it dominates shelf stable milk. Brick liquid cartons are popular as they provide a longer shelf life and also protect the milk from external contamination. A number of brands are investing in packaging develo...

Euromonitor International's Dairy 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: 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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Table of Contents:

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List Of Contents And Tables

DAIRY PACKAGING IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Brick liquid cartons the main pack type for milk as they extend shelf life

Flexible packaging popular for providing a contamination barrier for coffee whiteners

Convenience is a major reason why brick liquid cartons are used for cream

PROSPECTS AND OPPORTUNITIES

Strong demand for fresh milk to boost HDPE bottles and gable top containers

Metal packaging to lose share in condensed milk as this pack type is replaced by squeezable plastic tubes

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