

Packaging Industry in Vietnam

Market Direction | 2024-02-05 | 39 pages | Euromonitor

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Report description:

In 2022, the Vietnamese consumer goods market showed a distinct shift in packaging preferences, driven by a delicate balance between economic challenges, environmental consciousness and the desire for convenience. For example, in 2022, the Vietnamese demonstrated a distinct preference for product sizes that balanced affordability with quantity, in response to the challenges posed by inflation. This trend was further accentuated by growing environmental consciousness, as consumers sought to reduc...

Euromonitor International's Packaging in Vietnam report offers insight into key trends and developments in the industry. 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.

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

Why buy this report?

- * Get a detailed picture of the 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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2022 key trends

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Small pack sizes of soft drinks remain popular among consumers in 2022

Metal beverage cans gaining ground within alcoholic drinks

Glass bottles gaining popularity within the beauty and personal care industry in 2022

HDPE bottles dominate surface care packaging in Vietnam

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RECYCLING AND THE ENVIRONMENT

Coca-Cola Vietnam launches 100% recycled PET bottles in 2022

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