

Hot Drinks Packaging in China

Market Direction | 2024-04-23 | 10 pages | Euromonitor

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Report description:

Flexible packaging, mainly in the shape of flexible aluminium/plastic and flexible plastic, remained the dominant pack type in hot drinks packaging in China in 2023 and is expected to maintain this position over the forecast period. This pack type has been recording positive growth again since the pandemic-induced slowdown seen in 2020. The success of flexible packaging is attributed to its affordability, durability and convenience compared to alternatives. On-the-go beverages, such as instant c...

Euromonitor International's Hot Drinks Packaging in China 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot 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

2023 DEVELOPMENTS

Flexible packaging maintains its dominance due to its preference among consumers

Small pack sizes of instant coffee in demand as a budget-friendly option

Premium innovative packaging for green tea gaining traction

PROSPECTS AND OPPORTUNITIES

Coffee consumption in China to see strong growth over the forecast period

Continued innovations expected in tea packaging

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