

Alcoholic Drinks Packaging in Hong Kong, China

Market Direction | 2024-09-20 | 8 pages | Euromonitor

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Report description:

Beer accounted for the highest total packaging volumes in retail in Hong Kong in 2023, and within beer, dark beer saw a rising share of packaging volumes. In 2023, metal beverage cans continued to gain share of packaging volumes from the dominant pack type in dark beer in Hong Kong - glass bottles. This shift is primarily due to their convenience, lightweight nature, and recyclability. Compared with glass bottles, which are heavier and more fragile, metal cans are easier to transport and store,...

Euromonitor International's Alcoholic Drinks Packaging in Hong Kong, 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: 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.

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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ALCOHOLIC DRINKS PACKAGING IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal beverage cans gains share in dark beer packaging, due to convenience, light weight, and eco-friendly appeal

Folding cartons increases in spirits packaging, due to versatility as secondary packaging

500ml pack size gains popularity in beer in Hong Kong, for its ability to provide a balance of convenience and value

PROSPECTS AND OPPORTUNITIES

Innovation will be significant in alcoholic drinks packaging as brands try to stand out from the competition

Glass bottles expected to continue to dominate sparkling wine packaging

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