

Alcoholic Drinks Packaging in Thailand

Market Direction | 2024-09-30 | 9 pages | Euromonitor

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Report description:

Beer continued to account for the highest total packaging retail volumes in alcoholic drinks in Thailand in 2023. Glass bottles dominated packaging volumes of beer in this year. Despite this, the category experienced a notable trend towards the increased utilisation of glass bottles for packaging in 2023, primarily driven by the consumer perception of glass as a premium material. This shift is attributed to several factors, including the association of glass with higher quality products, growing...

Euromonitor International's Alcoholic Drinks 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: 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

2023 DEVELOPMENTS

Increase in usage of glass bottles for beer packaging in Thailand, due to consumer cultural preference

Premiumisation trend in Thailand leads to a shift towards quality alcoholic beverages

330ml pack size is preferred due to convenience

PROSPECTS AND OPPORTUNITIES

Haadhip to launch new alcoholic drinks in Thailand

Rising demand for alcoholic drinks set to boost Thailand's packaging industry

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