

Dairy Packaging in Vietnam

Market Direction | 2024-08-29 | 9 pages | Euromonitor

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Report description:

In 2023, thin wall plastic containers continued to dominate butter and spreads packaging in Vietnam, primarily due to the cost-effectiveness, lightweight nature, and durability of this pack type. These containers offer excellent protection against external factors such as moisture and contaminants, ensuring the freshness and quality of the product. In addition, their flexibility and ease of moulding allow manufacturers to create various sizes (ranging from 80g to 500g), and different shapes that...

Euromonitor International's Dairy Packaging in Vietnam 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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DAIRY PACKAGING IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Thin wall plastic containers is a popular packaging format for butter and spreads due to its light weight

Impermeability is a major reason why aluminium foil is used for cheese in Vietnam

Brands mainly use HDPE bottles for coffee whiteners, as they are durable

PROSPECTS AND OPPORTUNITIES

Rising demand for convenience set to aid demand for brick liquid cartons in cow's milk

Consumers expected to continue to prefer smaller pack sizes for cream, based on their affordability

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