

## **Hot Drinks Packaging in Vietnam**

Market Direction | 2024-04-19 | 8 pages | Euromonitor

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### **Report description:**

Flexible aluminium/plastic and folding cartons are the main packaging types used for hot drinks in Vietnam due to a number of factors. These packaging types offer convenience and are widely available through retail channels. Their lightweight design makes them easy to carry and transport, making them a popular choice for busy individuals who want to enjoy their hot drinks while on the move. Moreover, these packaging types are cost-effective to produce, making them an attractive option for manufa...

Euromonitor International's Hot Drinks 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: 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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List Of Contents And Tables

HOT DRINKS PACKAGING IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible aluminium/plastic and folding cartons are the leading pack types in Vietnam

Single-portion sachets gaining popularity in fresh ground coffee

Players using less material in their packaging and launching biodegradable coffee pods

PROSPECTS AND OPPORTUNITIES

Recyclable packaging in hot drinks to promote circularity going forward

Smart packaging expected to be increasingly used as a distinguishing factor by brands

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