

## **Packaging Industry in Thailand**

Market Direction | 2024-11-21 | 42 pages | Euromonitor

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### **Report description:**

As consumer preferences shift towards premium and innovative offerings, packaging has become a critical element in enhancing brand appeal in the Thai alcoholic drinks industry. Local brands such as SangSom rum and Hong Thong whisky are refreshing their packaging designs to cater to more discerning consumers, while artisanal brands like Chalong Bay Rum are also elevating their packaging to appeal to an increasingly sophisticated market. In line with this, there is a growing focus on sustainable p...

Euromonitor International's Packaging in Thailand report offers insight into key trends and developments in the industry. 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.

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

Why buy this report?

- \* Get a detailed picture of the 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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