

Packaging Industry in Vietnam

Market Direction | 2024-11-19 | 46 pages | Euromonitor

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Report description:

In 2023, several key trends emerged across the packaging industry, reflecting shifts in consumer preferences and evolving sustainability concerns in Vietnam. Frozen processed meat products have, over recent years, been seeing a move towards 250g packs, which offer a balance between portion control, storage efficiency and waste reduction - features that appeal to urban consumers who prioritise convenience and hygiene. For baby and child-specific personal care products, squeezable plastic tubes ar...

Euromonitor International's Packaging in Vietnam 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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2023 key trends

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Brick liquid cartons benefit from the popularity of 100% juice

Metal beverage cans dominate beer packaging in Vietnam due to their eco-friendly nature

Shift to larger fragrance bottles for better value and convenience

Increasing popularity of blister and strip packs in car air fresheners

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Vietnam's 2022 extended producer responsibility shows a new approach to waste management

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Carbon-neutral aluminium capsules are a step towards sustainability

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