

Soft Drinks Packaging in Vietnam

Market Direction | 2024-04-19 | 9 pages | Euromonitor

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Report description:

In order to respond to the developing health and wellness trend in Vietnam, many players in soft drinks have introduced reduced-sugar or zero-sugar versions of their existing products, while some have fortified their products with vitamins and minerals to provide health benefits. For example, Suntory PepsiCo Vietnam Beverage launched 7-Up Soda Chanh in August 2023. This new beverage is a zero-calorie lemonade infused with Vitamin C. This trend is helping to drive strong growth in the unit volume...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft 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.

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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SOFT DRINKS PACKAGING IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising demand for and availability of low-/no-sugar carbonates benefiting PET bottles

Brick liquid cartons benefit from the popularity of 100% juice

Sustainability increasingly important in the local soft drinks industry

PROSPECTS AND OPPORTUNITIES

The use of rPET bottles will continue gaining momentum in soft drinks packaging

Rising demand for smaller pack sizes expected in the forecast period

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