



Euromonitor  
International

# Soft Drinks Packaging in Thailand

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## Soft Drinks Packaging in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

PET bottles remain the main pack type in soft drinks packaging

Liquid cartons benefit from the rising demand for 100% juice

Metal beverage cans a popular tool for players looking to use packaging for communication

#### PROSPECTS AND OPPORTUNITIES

Growing emphasis by players on rPET bottles across soft drinks packaging

Rise in demand for smaller pack sizes expected over the forecast period

## Soft Drinks Packaging in Thailand - Company Profiles

## Packaging Industry in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic remains the key packaging solution for sugar confectionery

PET bottles the main pack type in soft drinks in Thailand

Increasing preference for glass bottles in beer packaging in Thailand

Flexible plastic to overtake HDPE bottles as the main hair care pack type in Thailand

Plastic pouches dominate dishwashing packaging in Thailand

### PACKAGING LEGISLATION

Thailand introduces new standards for food contact plastics

### RECYCLING AND THE ENVIRONMENT

Advancing sustainability through rPET bottles in soft drinks packaging

Sustainability initiatives in home care packaging

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/soft-drinks-packaging-in-thailand/report](https://www.euromonitor.com/soft-drinks-packaging-in-thailand/report).