



# Hot Drinks Packaging in Hong Kong, China

April 2024

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## Hot Drinks Packaging in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Glass jars are mainly used for instant coffee packaging as they keep the content safe

Healthier drinks in demand as consumers become increasingly health conscious

Flexible paper and folding cartons benefit from the strong growth in green tea

#### PROSPECTS AND OPPORTUNITIES

Industry players will focus on sustainable packaging solutions to align with consumer demands

Popularity of tea in Hong Kong will positively impact pack types such as flexible paper and folding cartons

## Hot Drinks Packaging in Hong Kong, China - Company Profiles

## Packaging Industry in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

PET bottles gaining share due to their affordability and recyclability

Liquid cartons benefit from a boost to demand for 100% juice

The 500ml pack size is gaining popularity in beer for its ability to provide a balance between convenience and value

Glass bottles gaining share in skin care packaging due to their excellent barrier properties

Blister and strip packs gaining share for in-cistern devices packaging in toilet care

### PACKAGING LEGISLATION

Hong Kong's new deposit-return legislation for beverage containers

### RECYCLING AND THE ENVIRONMENT

Sustainable packaging trend will continue gaining momentum over the forecast period

Brands promoting sustainability through recycling campaigns across stores in Hong Kong

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