



**Euromonitor
International**

Packaging Industry in Hong Kong, China

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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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