



**Euromonitor
International**

Alcoholic Drinks Packaging in Hong Kong, China

September 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal beverage cans gains share in dark beer packaging, due to convenience, light weight, and eco-friendly appeal

Folding cartons increases in spirits packaging, due to versatility as secondary packaging

500ml pack size gains popularity in beer in Hong Kong, for its ability to provide a balance of convenience and value

PROSPECTS AND OPPORTUNITIES

Innovation will be significant in alcoholic drinks packaging as brands try to stand out from the competition

Glass bottles expected to continue to dominate sparkling wine packaging

Alcoholic 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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