



Euromonitor
International

Dairy Packaging in Vietnam

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Thin wall plastic containers is a popular packaging format for butter and spreads due to its light weight

Impermeability is a major reason why aluminium foil is used for cheese in Vietnam

Brands mainly use HDPE bottles for coffee whiteners, as they are durable

PROSPECTS AND OPPORTUNITIES

Rising demand for convenience set to aid demand for brick liquid cartons in cow's milk

Consumers expected to continue to prefer smaller pack sizes for cream, based on their affordability

Dairy Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

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2023 key trends

Thin wall plastic containers are preferred for butter and spreads owing to their lightweight nature

Brick liquid cartons benefit from the popularity of 100% juice

Metal beverage cans dominate beer packaging in Vietnam due to their eco-friendly nature

Shift to larger fragrance bottles for better value and convenience

Increasing popularity of blister and strip packs in car air fresheners

PACKAGING LEGISLATION

Vietnam's 2022 extended producer responsibility shows a new approach to waste management

RECYCLING AND THE ENVIRONMENT

Carbon-neutral aluminium capsules are a step towards sustainability

Opportunities for eco-friendly packaging solutions in alcohol drinks

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