



# Baby Food Packaging in Vietnam

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Flexible aluminium/paper and folding cartons rise in powder milk formula due to convenience and sustainability

400g pack size is the leading choice for powder milk formula due to its practicality

Rising preference for thin wall plastic containers in other baby food

### PROSPECTS AND OPPORTUNITIES

Brick liquid cartons expected to gain share in liquid milk formula due to versatility

110ml pack size expected to grow in baby food due to convenience

## Baby Food Packaging in Vietnam - Company Profiles

## Packaging Industry in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

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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