



**Euromonitor  
International**

# Hot Drinks Packaging in Vietnam

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Flexible aluminium/plastic and folding cartons are the leading pack types in Vietnam  
Single-portion sachets gaining popularity in fresh ground coffee  
Players using less material in their packaging and launching biodegradable coffee pods

### PROSPECTS AND OPPORTUNITIES

Recyclable packaging in hot drinks to promote circularity going forward  
Smart packaging expected to be increasingly used as a distinguishing factor by brands

## Hot Drinks 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hot-drinks-packaging-in-vietnam/report](https://www.euromonitor.com/hot-drinks-packaging-in-vietnam/report).