



# Metal Packaging in Asia Pacific

December 2024

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Beverages the biggest industry, dog and cat food the most dynamic

Metal bottles record dynamic growth in Chinese lager

Steady positive growth expected in the coming years

Metal beverage cans the dominant metal pack type in Asia Pacific

Metal beverage cans growing in China but declining in Japan

Metal bottles gaining share in RTD coffee in Japan

Metal aerosol cans gaining share in home insecticides in Indonesia

Baby food unlikely to return to its former packaging levels in Hong Kong

## TOP APPLICATIONS

Metal beverage cans seeing growth in RTDs

Beer helping to drive growth for metal beverage cans in China

Shelf stable food categories the main users of metal food cans

Sugar confectionery, milk formula and tea the leading categories for metal tins

Use of plastic screw closures on collapsible metal tubes increasing in skin care

Standard can ends still more popular than their easy-open counterparts in the Philippines

Food tends to dominate the usage of the bigger pack types in metal

Beverages dominates the leading size band (301-500)

## FORECAST PROJECTIONS

Declines expected for China and Japan, India to see the strongest growth

Metal beverage cans to see growth in drinking milk products in Indonesia

Philippines, India and Vietnam will set the pace in terms of growth

Japan will continue registering declining sales of metal packaging

Indonesia will remain the biggest market in 2023-2028...

...and will also record the most dynamic growth over the forecast period

China dominates dog and cat food metal packaging...

...and will help drive regional growth in 2023-2028

India to consolidate its position as the leading beauty and personal care market

Metal aerosol cans will continue to shape the overall performance

## COUNTRY SNAPSHOTS

China: Market Context

China: Top 10 Categories

Hong Kong, China: Market Context

Hong Kong, China: Top 10 Categories

India: Market Context

India: Top 10 Categories

Indonesia: Market Context

Indonesia: Top 10 Categories

Japan: Market Context

Japan: Top 10 Categories

Malaysia: Market Context

Malaysia: Top 10 Categories

Philippines: Market Context

Philippines: Top 10 Categories

Singapore: Market Context

Singapore: Top 10 Categories

South Korea: Market Context  
South Korea: Top 10 Categories  
Taiwan: Market Context  
Taiwan: Top 10 Categories  
Thailand: Market Context  
Thailand: Top 10 Categories  
Vietnam: Market Context  
Vietnam: Top 10 Categories

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/metal-packaging-in-asia-pacific/report](http://www.euromonitor.com/metal-packaging-in-asia-pacific/report).