

Market Research on Aseptic Package in China 2018-2023

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Abstracts

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From the perspective of aseptic package's sales volume, the Western Europe (including Austria, Belgium, France, Germany, Italy, Holland, Finland, Norway, Switzerland, Portuguesa, Spain, Swiss and UK) is the largest market, for that UHT milk is popular in countries like Spain and France. And China is the largest market as a single country.

In 2013, sales of aseptic packages grew rapidly in China. From 2014 to 2016, due to slowly increasing market demand, speed of aseptic package's sales decreased as well. In 2016, the sales volume was about 81 billion. Aseptic packages are mainly used in liquid milk products and non-carbonated soft drinks.

China has been one of Tetra Pak's major markets all the time. And for that local enterprises enter into the aseptic package industry, Tetra Pak's shares in China market have fallen down. From 2012 to 2016, price of the package tends to decrease. In the future, if Tetra Pak implements strategic price competition, the price will even reduce at some degree. But along with competition's being more stable, the price will gradually stabilize as well.

For recent years, China has invested more in development of aseptic package technology and equipment. Guangdong, Beijing, Shanghai, Wenzhou and Ningbo are able to produce aseptic packing machines of paper boxes and plastic cups and equipment and packaging materials of ultra-high temperature sterilization.

At present, application of aseptic packages in China remains lower than the

international level. Driven by great domestic consumption, aseptic package industry has a well prospect. Years from 2017 to 2022 are predicted to the time when the industry grows the fastest.

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