

# Alcoholic Drinks Packaging in Vietnam

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## Abstracts

The Vietnamese alcoholic drinks industry, and therefore also its packaging, was hit on two fronts in 2020: new drink-driving legislation and the global pandemic. The stricter new drink-driving laws came into effect in Vietnam on 1 January 2020. They take a zero tolerance approach, as the country looks to crack down on drink driving and reduce the number of traffic accidents. The Law on Alcohol Harm Prevention (Decree 24) banned all cyclists, motorcyclists and car drivers from having any level of...

Euromonitor International's Alcoholic Drinks Packaging in Vietnam report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

**Product coverage:** Beer, Cider/Perry, RTDs, Spirits, Wine.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Alcoholic Drinks Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Alcoholic drinks packaging performance improves in 2021 after the decline seen a year earlier

Metal beverage cans continue gaining share

PET bottles making headway in spirits on the back of soju's rising popularity

#### PROSPECTS AND OPPORTUNITIES

Health and sustainability likely to be increasingly important trends

As Australia targets new Asian markets outside China with its wine, this should benefit glass bottles

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