

Alcoholic Drinks Packaging in Hong Kong, China

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Abstracts

Although glass bottles were the dominant pack type for beer in 2022, the usage of metal beverage cans also continued to increase in this category in Hong Kong. Metal beverage cans are popular for beer due to their convenience and durability. Being lightweight, cans are easy to carry, making them suitable for the fast-paced urban environment in Hong Kong. They are less prone to breakage, ensuring safety in crowded settings, and are easy to stack, store and transport.

Euromonitor International's Alcoholic Drinks Packaging in Hong Kong, China 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.

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Brands are incorporating locally inspired designs to make products stand out
The 330ml pack size remains most popular due to its many advantages

PROSPECTS AND OPPORTUNITIES

Folding carton usage expected to increase in spirits due to its premium look
Chinese government's latest five-year plan calls for expansion in its recycling capacity

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