

## Hot Drinks Packaging in Taiwan

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Hot drinks packaging emphasised its functionality to retain the flavour when consumers drink the products. Unlike soft drinks packaging that served to attract consumer attention, hot drinks packaging aimed to provide the best storage conditions.

Euromonitor International's Hot Drinks Packaging in Taiwan 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:** Coffee, Other Hot Drinks, Tea.

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

### Why buy this report?

- Get a detailed picture of the Hot 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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Pack Size Change Driven by Consumer Needs

Government Promotions To Prevent Over-packaging and Packaging Redesign

Green Packaging at the Centre of Packaging Development

Closures Allow Convenience for Consumers

**Key Trends and Developments**

Consumer Preferences Drive Changes in Packaging

Growing Eco-friendly Awareness of Packaging

Promotion of Less Over-packaging Reduces Use of Secondary Packaging

Transition To Innovative Pack Types

**Packaging Legislation**

Green Packaging Promoted in 2014

Recycling and the Environment

Subsidy for Innovation in Recycling and Reuse

Table 1 Overview of Packaging Recycling and Recovery in Taiwan 2012/2013 and 2014 January to August

**Packaging Design and Labelling**

Grab and Go Packaging for Beverages

Colourful Shaped Bottles Draw Attention To Non-food Products

Less Use of Plastic in Food Packaging

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