

# Soft Drinks Packaging in Thailand

April 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

PET bottles remain the main pack type in soft drinks packaging

Liquid cartons benefit from the rising demand for 100% juice

Metal beverage cans a popular tool for players looking to use packaging for communication

#### PROSPECTS AND OPPORTUNITIES

Growing emphasis by players on rPET bottles across soft drinks packaging

Rise in demand for smaller pack sizes expected over the forecast period

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