



Alcoholic Drinks Packaging in Thailand

September 2023

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Alcoholic Drinks Packaging in Thailand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Both retail and foodservice return to positive growth in 2022
330ml is the most popular pack size in 2022 due to its convenience
Singha launches 100% biodegradable packaging for its beer

PROSPECTS AND OPPORTUNITIES

Metal bottles to see strong growth over the forecast period
Jacob's Creek to undergo a visual refresh to reflect a modern and stylish image?

Alcoholic Drinks Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Brands primarily focussed on brick liquid cartons for cream and milk
Smaller pack sizes dominate in soft drinks
The 330ml pack remains the most popular size for alcoholic drinks in Thailand
Smart packaging popular for beauty and personal care products in Thailand
HDPE bottles the main pack type in surface care

PACKAGING LEGISLATION

New legislation for food-contact plastics

RECYCLING AND THE ENVIRONMENT

Singha at the forefront of sustainable packaging and waste management in Thailand

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