

Alcoholic Drinks Packaging in Hong Kong, China

September 2023

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Alcoholic Drinks Packaging in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Metal beverage cans becoming more popular for beer due to their convenience
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

Alcoholic Drinks Packaging in Hong Kong, China - Company Profiles

Packaging Industry in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible plastic remains the main pack type in confectionery in 2022

Sustainable packaging options emerge in RTD coffee in 2022

Metal beverage cans gaining popularity in beer

HDPE bottles and folding cartons the main pack types in beauty and personal care

HDPE bottles are projected to lose share to flexible plastic in home care

PACKAGING LEGISLATION

Government is undertaking several initiatives to mitigate environmental risks

RECYCLING AND THE ENVIRONMENT

Brands adopt sustainable practices to meet environmental concerns in Hong Kong

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