



# Dairy Packaging in Vietnam

October 2023

Table of Contents

## Dairy Packaging in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Drinking milk products grow in dairy packaging in Vietnam in 2022

Brick liquid cartons are the most popular pack type in 2022

Friesland Campina is pursuing sustainable packaging development in Vietnam

#### PROSPECTS AND OPPORTUNITIES

Trend towards smaller pack sizes expected to be seen

Drinking milk products and yoghurt will benefit from their healthy perception among local consumers

## Dairy Packaging in Vietnam - Company Profiles

## Packaging Industry in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Glass jars the leading pack type in sweet spreads in 2022

Small pack sizes of soft drinks remain popular among consumers in 2022

Metal beverage cans gaining ground within alcoholic drinks

Glass bottles gaining popularity within the beauty and personal care industry in 2022

HDPE bottles dominate surface care packaging in Vietnam

### PACKAGING LEGISLATION

Vietnam introduces an EPR regime in 2022 to promote sustainability

### RECYCLING AND THE ENVIRONMENT

Coca-Cola Vietnam launches 100% recycled PET bottles in 2022

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dairy-packaging-in-vietnam/report](http://www.euromonitor.com/dairy-packaging-in-vietnam/report).