



Alcoholic Drinks Packaging in Thailand

September 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Increase in usage of glass bottles for beer packaging in Thailand, due to consumer cultural preference

Premiumisation trend in Thailand leads to a shift towards quality alcoholic beverages

330ml pack size is preferred due to convenience

PROSPECTS AND OPPORTUNITIES

Haadthip to launch new alcoholic drinks in Thailand

Rising demand for alcoholic drinks set to boost Thailand's packaging industry

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