



Alcoholic Drinks Packaging in Hong Kong, China

September 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal beverage cans gains share in dark beer packaging, due to convenience, light weight, and eco-friendly appeal

Folding cartons increases in spirits packaging, due to versatility as secondary packaging

500ml pack size gains popularity in beer in Hong Kong, for its ability to provide a balance of convenience and value

PROSPECTS AND OPPORTUNITIES

Innovation will be significant in alcoholic drinks packaging as brands try to stand out from the competition

Glass bottles expected to continue to dominate sparkling wine packaging

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