



Hot Drinks Packaging in Vietnam

April 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible aluminium/plastic and folding cartons are the leading pack types in Vietnam

Single-portion sachets gaining popularity in fresh ground coffee

Players using less material in their packaging and launching biodegradable coffee pods

PROSPECTS AND OPPORTUNITIES

Recyclable packaging in hot drinks to promote circularity going forward

Smart packaging expected to be increasingly used as a distinguishing factor by brands

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