



Beverages Packaging: Key Trends and Innovations in Asia Pacific

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INTRODUCTION

Scope

Key findings

BEVERAGES IN ASIA PACIFIC: PACKAGING OVERVIEW

Strong forecast growth observed in all three beverage industries

India and Vietnam set to record the fastest growth over the forecast period

Rigid plastic to continually lead growth in beverages packaging

Greater push towards sustainability observed in Asia Pacific in the long haul

Yet challenges are faced in the recycling and collection process

SOFT DRINKS: RIGID PLASTIC PROPELS GROWTH

Rigid plastic led by PET bottles propels growth in soft drinks packaging

PET bottles set to drive growth across all markets over the forecast period

SOFT DRINKS: RIGID PLASTIC PROPEL GROWTH

Bottled water: PET bottle and thin wall plastic containers drive growth

Carbonates: PET and metal beverage cans lead growth in the region

RTD tea: Portability and affordability enable PET bottle's dominance

RTD tea: PET bottles in Japan are even more dominant in e-commerce

Juice: PET bottles and liquid cartons are the leading pack types

Juice: rising health consciousness and affordability push smaller pack sizes

Energy drinks and RTD coffee: metal beverage cans remain king

Energy drinks and RTD coffee: smaller metal beverage cans set to prevail

Demand for plastic packaging and sustainability set to rise in Asia Pacific

But currently, sustainable claims in bottled water remain limited

Recycled PET bottles launched in bottled water

Partnerships in recycled PET for a circular economy: Coca-Cola examples

Label-free packaging and recycled plastic shrink wrap launched

Besides PET bottles, recycled packaging is seen in other pack types

ALCOHOLIC DRINKS: GLASS REMAINS KING

Glass remains king in alcoholic drinks yet metal challenges its crown

Glass bottles still highlight strong growth across most markets

Beer: glass faces strong competition from metal beverage cans

Beer: smaller pack sizes are set to grow due to affordability and health

Beer: metal beverage cans remain prevalent in e-commerce

Beer: multipacks rise in availability

Beer: limited edition packaging pushed during festivities

Within glass returnables, beer remains the dominant category

Spirits: Vietnam offers strong potential for glass in other spirits

Other spirits: new innovations observed in glass packaging

Spirits: whiskies, brandy and cognac and rum dominate glass in India

Wine in glass continues to dominate across Asia Pacific

RTDs: metal beverage cans drive growth, led by Japan due to culture

Cider/perry: China and glass show most promise in the region

HOT DRINKS: SMALL PACK SIZES DOMINATE

Hot drinks in Asia Pacific dominated by flexible packaging

Coffee: small pack sizes hold strong appeal for instant in Asia Pacific

Fresh coffee pods: machine penetration to remain strong in most countries

Fresh coffee pods: sustainability efforts set to become more widespread

Tea: small pack sizes remain a strong appeal in Asia Pacific

Flavoured powder drinks: single sachets propel strong growth due to price

PROSPECTS

What is next for beverages packaging in Asia Pacific?

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