



**Euromonitor
International**

Alcoholic Drinks Packaging in China

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- PET bottles the most dynamic pack type in China's alcoholic drinks market in 2024
- Glass bottles lose ground to metal beverage cans in lager
- Luxury packaging innovation for The Chuan prestige malt whisky

PROSPECTS AND OPPORTUNITIES

- Return to positive growth expected for Chinese alcoholic drinks packaging in the forecast period
- Metal bottles will continue gaining pack type share in beer

DISCLAIMER

EXECUTIVE SUMMARY

- Packaging in 2024: The big picture
- 2024 key trends
- China's food packaging saw a unified shift towards sustainability and convenience
- Portable packaging is trending in non-alcoholic drinks for on-the-go and environmental reasons
- PET bottles gain ground in alcoholic drinks packaging driven by portability and sustainability
- Rise of e-commerce and eco-consciousness are reshaping beauty packaging
- Blister packs boom due to visibility and protection in home care packaging
- Premiumisation and convenience drive evolution in dog and cat food packaging in China

PACKAGING LEGISLATION

- Anti-excess packaging rules for leaner designs and reduced hidden costs
- Advancing safe and sustainable packaging through China's 2024 draft amendments

RECYCLING AND THE ENVIRONMENT

- Recyclable packaging as part of Mars China's corporate sustainability drive
- Table 1 - Overview of Packaging Recycling and Recovery in China: 2023/2024 and Targets for 2025

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