



Euromonitor
International

Hot Drinks Packaging in Thailand

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hot drinks packaging grows in 2024 as Thailand tightens circularity and waste regulations
Beverage company partners to boost packaging recycling and separation in Thailand
Convenience drives demand for single-serve formats and pouches

PROSPECTS AND OPPORTUNITIES

Hot drinks packaging set to grow, as demand for coffee pods and smart solutions rises
Thailand’s push for sustainable packaging set to accelerate amid e-commerce growth and raw materials challenges

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Thailand’s food packaging market embraces green solutions and practical formats
Sustainability drives rPET and paper-based packaging innovation in non-alcoholic drinks
Thailand’s alcoholic drinks packaging evolves with sustainability and convenience
Sustainability and flexible formats drive beauty and personal care packaging
Thailand’s home care packaging is being driven by affordability and innovation
Lightweight, cost-effective solutions gain traction in pet food packaging

PACKAGING LEGISLATION

Thailand introduces stricter rules on alcohol packaging size and labelling
Thailand drafts law for sustainable packaging and EPR compliance

RECYCLING AND THE ENVIRONMENT

Thailand’s binding EPR law to transform packaging recovery and recycling
Thailand’s Plastic Waste Management Roadmap
Table 1 - Overview of Packaging Recycling and Recovery in Thailand: 2022/2023 and Targets for 2024

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-packaging-in-thailand/report.