



Euromonitor
International

Alcoholic Drinks Packaging in Thailand

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

ThaiBev leads the shift towards eco-friendly and cost-efficient alcoholic drinks packaging

Metal beverage cans gaining share in RTDs due to their convenience and affordability

Chang innovates with metal cans to elevate premium beer packaging

PROSPECTS AND OPPORTUNITIES

Growth will be fuelled by premiumisation, sustainability and innovation

Regulatory alignment will help drive demand for sustainable packaging

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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/alcoholic-drinks-packaging-in-thailand/report.