



Dairy Packaging in China

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Dairy packaging volumes decline in China in 2024 amid cautious spending, while plastic pouches and other plastic jars see growth

Recyclable mono-material PE pouch innovation advances sustainability in dairy packaging

Board tubs lose popularity in dairy packaging in China as companies switch to lighter, more affordable packaging

PROSPECTS AND OPPORTUNITIES

China's dairy packaging volumes projected to decline due to demographic challenges and industry efficiency measures

Sustainable packaging formats expected to gain ground as overall dairy packaging volumes decline in China

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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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