



Soft Drinks Packaging in Vietnam

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

New pack types and increased production capacity boost consumption of soft drinks
Implementation of new regulations to tackle the low recycling rate in Vietnam
Brands leverage nostalgic packaging to boost environmental awareness in Vietnam

PROSPECTS AND OPPORTUNITIES

Huge investments in soft drinks manufacturing will play an important role in the rise of packaging volumes
Growth of 500ml pack size anticipated, supported by preference for convenient and cost-effective packaging

DISCLAIMER

Soft Drinks Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Food packaging in Vietnam in 2024 was shaped by a move toward convenience, portion control, and selective shifts to paper and carton.
Non-alcoholic drinks packaging in Vietnam in 2024 was marked by the rapid growth of PET bottles, gradual adoption of recycled content, and a revival of returnable glass.
Alcoholic drinks packaging in Vietnam in 2024 was influenced by regulatory pressures and premiumization, with glass bottles gaining share in premium segments
Beauty and personal care packaging in Vietnam in 2024 was driven by sustainability, refill solutions, and the popularity of small flexible packs.
Home care packaging in Vietnam in 2024 was characterized by growth in PET and HDPE bottles, the rise of refill pouches, and a focus on smaller, more convenient pack sizes.
Dog and cat food packaging in Vietnam in 2024 was evolving toward bulk convenience, sustainability, and user-friendly formats.

PACKAGING LEGISLATION

Regulatory pressure accelerates sustainable packaging innovation
Impact on manufacturers and cost passthrough to consumers
Reverse vending initiatives open new horizon for cleaner Vietnam

RECYCLING AND THE ENVIRONMENT

Refillable and reusable packaging solutions by brands
Biobased and recyclable material innovation a new normal
Consumer engagement and ecolabelling a new normal in Vietnam
Table 1 - Overview of Packaging Recycling and Recovery in Vietnam: 2022/2023 and Targets for 2024

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