



Euromonitor
International

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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