



Euromonitor
International

Hot Drinks Packaging in Hong Kong, China

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in hot drinks packaging volumes driven by affordability and convenience
Health-focused tea bags showcased at the 2024 Hong Kong Brands and Products Expo
Folding cartons gains share in 2024, driven by sustainability and consumer demand

PROSPECTS AND OPPORTUNITIES

Total hot drinks packaging volumes set to rise, driven by consumer demand for convenience and sustainability
Mid-sized packs expected to gain share in hot drinks packaging due to affordability and freshness

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Hot Drinks Packaging in Hong Kong, China - Company Profiles

Packaging Industry in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Hong Kong's food packaging shifts towards sustainability and size optimisation
Hong Kong's non-alcoholic drinks packaging driven by rPET adoption
Hong Kong's alcoholic drinks packaging pivots to cans for sustainability and convenience
Beauty and personal care packaging shifts towards hybrid and eco-conscious materials
Home care packaging trends focus on refillable, eco-friendly and concentrated formats
Sustainability and convenience converge in Hong Kong's pet food packaging trends

PACKAGING LEGISLATION

Impact of plastic ban on packaging design and material innovation
Impact of PRS development on beverage packaging design and circularity

RECYCLING AND THE ENVIRONMENT

Sustainable packaging momentum in beverages
Retailers and brands driving in-store recycling campaigns

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