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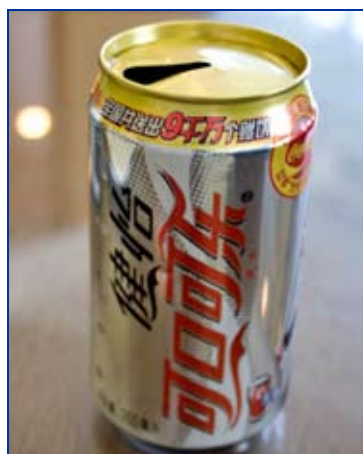
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# Beverage Containers in China

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Industry Study with Forecasts for **2015 & 2020**

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Study #2815 | November 2011 | \$5400 | 266 pages

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*Gains in the beverage container market will be driven in part by rapid growth in packaged beverage consumption, and the growing use of single-serving containers and smaller container sizes.*

## Demand in China to rise 9.6% yearly through 2015

Demand for beverage containers in China is projected to rise 9.6 percent per year through 2015 to 469.5 billion units. In value terms, demand for beverage containers is expected to reach ¥314.0 billion in 2015 on annual growth of 13.3 percent, which is faster than unit growth due to rising prices. Gains in the beverage container market will be driven by rapid growth in packaged beverage consumption, supported by an increase in personal income and expenditure levels. Other factors supporting growth include the growing use of single-serving containers and smaller container sizes, and the ongoing debut of new products.

## Plastic containers to remain largest segment

Plastic beverage containers will continue to account for the largest share of total sales, reaching nearly 223 billion units in 2015 and reflecting their widespread use in the Chinese beverage industry. Demand will benefit from plastic containers' low cost and expanding usage in almost every beverage market, as well as from technological improvements. Advances will also be driven by their advantages over other materials, including shatter resistance, light weight, ability to be produced in diverse sizes and shapes, and resealability. Moreover, single-serving plastic containers will continue to make inroads into the market, leading to increases in unit

## Beverage Container Demand in China, 2015 (470 billion units)



Plastic  
47%

Glass  
21%

Paperboard  
17%

Metal & Other  
15%

photo: The Coca-Cola Company

growth, as well as further declines in the average plastic container size. Polyethylene terephthalate (PET) will remain the dominant plastic container material, benefiting from its versatility, clarity, and good performance in hot-fill and cold-fill applications. Water has become the largest market for plastic containers due to increased bottled water production.

Demand for glass bottles, the second largest container type, will increase 7.0 percent per year through 2015. Gains will continue to benefit from favorable trends in beer consumption and the expanding use of nonreturnable beer bottles. Opportunities will also be found where glass is valued for its premium image, quality and ability to differentiate

new products. Healthy growth of glass bottle sales is also expected in the fruit beverage market.

## Paperboard containers to be fastest growing

Fast growth is expected for paperboard containers, as unit demand increases 11.1 percent annually through 2015. Opportunities for paperboard containers are expected in the packaging of milk, fruit beverages, and other nonalcoholic beverages. In particular, aseptic cartons will post strong growth, benefiting from their ability to provide lengthy shelf life at room temperature. Gains for metal cans will be close to the overall average growth for beverage containers.

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