

Food Packaging Prospects in Emerging Markets - Asia Pacific

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Abstracts

Across the food packaging landscape, greatest volume growth increasingly comes from fast developing regions. Asia Pacific stands above all other regions in providing resilient and robust growth following the downturn to account for 71% of global retail pack gains in 2010. Rising urban population levels and retail infrastructure development serve to support the growing need for packed goods in the region. Euromonitor International's new global briefing investigates packaging prospects further.

Euromonitor International's Food Packaging Prospects in Emerging Markets - Asia Pacific global briefing offers an insight into to the size and shape of the packaging market, highlights the effect of emerging geographies, categories and consumer trends on the packaging landscape. It identifies the leading pack types, offers strategic analysis of key factors influencing the packaging market - be they packaging innovations, consumption growth, category switching, economic/lifestyle influences, legislation or environmental issues. Forecasts illustrate how the market is set to change and criteria for success.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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