

4 Key Global Trends for Packaging in Beauty and Personal Care

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Abstracts

Beauty and personal care packaging continues to see good volume growth through increasing demand for toiletries in developing countries, where consumers are moving away from unpackaged traditional products. Finding the right combination of pack type and pack size to offer an acceptable price point is key in these markets, while the focus is on packaging innovations in developed markets, where consumers' demand tends towards added functionality and greener packaging.

Euromonitor International's 4 Key Global Trends for Packaging in Beauty and Personal Care 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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