

# Adding Value is Key to Beverage Packaging Growth in Western Europe

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## Abstracts

Overall, Western Europe is seeing slow growth in a mature beverage packaging market. Nevertheless, it remains a substantial region with some good pack growth opportunities, indicated by the falling popularity of glass bottles in the wake of competition from PET and beverage cans. Driven by the trend for healthier drinks, these latter packs are proving cost-effective and versatile in soft drinks applications. Across the board, sustainability and innovation are key to progress for all pack types.

Euromonitor International's Adding Value is Key to Beverage Packaging Growth in Western Europe 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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