

Alb?a Group SAS in Packaging (World)

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Abstracts

Alb?a is a global manufacturer of rigid plastic packaging for the beauty industry. This profile examines the growth opportunities for the company's key packaging offer of squeezable plastic tubes and speciality cosmetic containers, with Asia Pacific expected to offer the largest gains. It also covers the company's response to the COVID-19 crisis and the impact of the pandemic on Alb?a's core markets of skin care, colour cosmetics, fragrances and oral care.

Euromonitor International's Alb?a Group SAS in Packaging (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Packaging industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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

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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.

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