

# Albéa in Packaging (World)

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## Abstracts

Albéa is a global leading manufacturer of rigid plastic packaging for the beauty industry, specialised in plastic tubes, speciality cosmetic containers and their closures. This profile analyses Albéa's efforts to consolidate its position in Europe through the continuous expansion of its production capacity. It also considers the company's innovations and moves towards a higher value beauty packaging offer, and assesses the growth opportunities in terms of products and geography.

Euromonitor International's Albéa 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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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.

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