

# Alcoholic Drinks Packaging in Hungary

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## Abstracts

Shrinking disposable income level of the Hungarian population due to the financial crisis is reflected in the declining consumption volume of non-essential products like alcoholic drinks. The volume of packaging material for alcoholic drinks was affected as well by the crisis. However, the importance of certain packaging formats, such as PET bottles and bag-in-box increased over the last two years of the review period as these packaging formats are associated with budget products, for which...

Euromonitor International's Alcoholic Drinks Packaging in Hungary report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

**Product coverage:** Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, Wine.

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

## WHY BUY THIS REPORT?

Get a detailed picture of the Alcoholic Drinks 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 Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Prospects

Category Data

Table 1 Alcoholic Drinks Packaging by Pack Type: Total Unit Volume 2005-2010

Table 2 Alcoholic Drinks Packaging by Pack Type: % Total Unit Volume Growth 2005-2010

Table 3 Total Alcoholic Drinks Packaging by Category: Total Unit Volume 2005-2010

Table 4 Total Alcoholic Drinks Packaging by Category: % Total Unit Volume Growth 2005-2010

Table 5 Total Alcoholic Drinks Packaging by Retail vs Foodservice Split: Unit Volume 2005-2010

Table 6 Forecast Alcoholic Drinks Packaging by Pack Type: Total Unit Volume 2010-2015

Table 7 Forecast Alcoholic Drinks Packaging by Pack Type: % Total Unit Volume Growth 2010-2015

Table 8 Forecast Total Alcoholic Drinks Packaging by Category: Total Unit Volume 2010-2015

Table 9 Forecast Total Alcoholic Drinks Packaging by Category: % Total Unit Volume Growth 2010-2015

Table 10 Total Alcoholic Drinks Packaging by Retail vs Foodservice Split: Unit Volume 2010-2015

Dunapack Papír És Csomagolóanyag Zrt in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 1 Dunapack Papír és Csomagolóanyag Zrt: Key Facts

Summary 2 Dunapack Papír és Csomagolóanyag Zrt : Operational Indicators

Company Background

Production

Summary 3 Major End-use Markets for Dunapack Papír és Csomagolóanyag by Pack Type 2010

Competitive Positioning

Mátrametál Kft in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 4 Mátrametál Kft: Key Facts

Summary 5 Mátrametál Kft: Operational Indicators

**Company Background****Production**

Summary 6 Major End-use Markets for Mátrametál by Pack Type 2010

**Competitive Positioning**

Nordenia Hungary Kft in Packaging Industry (hungary)

**Strategic Direction****Key Facts**

Summary 7 Nordenia Hungary Kft: Key Facts

Summary 8 Nordenia Hungary Kft: Operational Indicators

**Company Background****Production**

Summary 9 Major End-use Markets for NORDENIA HUNGARY by Pack Type 2010

**Competitive Positioning**

O-i Manufacturing Magyarország Üvegipari Kft in Packaging Industry (hungary)

**Strategic Direction****Key Facts**

Summary 10 O-I Manufacturing Magyarország Üvegipari Kft: Key Facts

Summary 11 O-I Manufacturing Magyarország Üvegipari Kft: Operational Indicators

**Company Background****Production**

Summary 12 Major End-use Markets for O-I Manufacturing Magyarország Üvegipari Kft by Pack Type 2010

**Competitive Positioning**

Pikopack Zrt in Packaging Industry (hungary)

**Strategic Direction****Key Facts**

Summary 13 Pikopack Zrt: Key Facts

Summary 14 Pikopack Zrt: Operational Indicators

**Company Background****Production**

Summary 15 Major End-use Markets for Pikopack Zrt by Pack Type 2010

**Competitive Positioning**

Procap Duna Ipari Rt in Packaging Industry (hungary)

**Strategic Direction****Key Facts**

Summary 16 Procap Duna Ipari Rt: Key Facts

Summary 17 Procap Duna Ipari Rt: Operational Indicators

**Company Background****Production**

Summary 18 Major End-use Markets for Procap Duna Ipari Rt by Pack Type 2010  
Competitive Positioning

Resilux Hungária Csomagolástechnikai Kft in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 19 Resilux Hungária Csomagolástechnikai Kft: Key Facts

Summary 20 Resilux Hungária Csomagolástechnikai Kft: Operational Indicators

Company Background

Production

Summary 21 Major End-use Markets for Resilux Hungária Csomagolástechnikai by Pack Type 2010

Competitive Positioning

SCA Packaging Hungary Kft in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 22 SCA Packaging Hungary Kft: Key Facts

Summary 23 SCA Packaging Hungary Kft: Operational Indicators

Company Background

Production

Summary 24 Major End-use Markets for SCA Packaging by Pack Type 2010

Competitive Positioning

Sig Combibloc Kft in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 25 SIG Combibloc: Key Facts

Summary 26 SIG Combibloc: Operational Indicators

Company Background

Production

Summary 27 Major End-use Markets for SIG Combibloc by Pack Type 2010

Competitive Positioning

Tetra Pak Hungaria Zrt in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 28 Tetra Pak Hungaria Zrt: Key Facts

Summary 29 Tetra Pak Hungaria Zrt: Operational Indicators

Company Background

Production

Summary 30 Major End-use Markets for Tetra Pak Hungaria Zrt by Pack Type 2010

Competitive Positioning

## Executive Summary

Packaging Industry Affected by Slow Economic Recovery and the Low Purchasing Propensity

Lightweight Packaging on the Sustainability Agenda of Brand Owners

Usage of Innovative Closure Types Increases

Transparent Packaging Like Pet Bottles Penetrates Cosmetics and Food Products

Glass Packaging Is Still Associated With 'premium' Products

Key Trends and Developments

Increasing Health Awareness Boosts Demand for Healthier Drinks

Busier Lifestyle of the Urban Population Drives Demand for Rtd Beverages

Packaging Innovation Still An Effective Tool for Product Differentiation

Antismoking Legislation Has Serious Effects on Tobacco Packaging

On-the-go Consumption Generates High Rate of Innovation in Closure Types

New Excise Tax Law on Unhealthy Foods Will Also Impact the Packaging Market

Packaging Legislation

Regulatory Framework in Hungary

Regulatory Framework of the EU Within the Field of Packaging Waste Management

Environmental Product Fee for Packaging Materials

Sustainability, Recycling, Green Issues and the Environment

National Waste Management Plan

Selective Waste Collection in Hungary

Beverage Metal Cans To Be Collected by Automatic Machines

Category Data

Table 11 Overview of Packaging Recycling and Recovery in the Hungary 2009/2010 and Targets for 2011

Table 12 FMCG Packaging by Pack Type: Retail Unit Volume 2005-2010

Table 13 FMCG Packaging by Pack Type: % Retail Unit Volume Growth 2005-2010

Table 14 Total Packaging by Industry: Retail Unit Volume 2005-2010

Table 15 Total Packaging by Industry: % Retail Unit Volume Growth 2005-2010

Table 16 FMCG Closures by Type: Retail Unit Volume 2005-2010

Table 17 FMCG Closures by Type: % Retail Unit Volume Growth 2005-2010

Table 18 Total Closures by Industry: Retail Unit Volume 2005-2010

Table 19 Total Closures by Industry: % Retail Unit Volume Growth 2005-2010

Table 20 Forecast FMCG Packaging by Pack Type: Retail Unit Volume 2010-2015

Table 21 Forecast FMCG Packaging by Pack Type: % Retail Unit Volume Growth 2010-2015

Table 22 Forecast Total Packaging by Industry: Retail Unit Volume 2010-2015

Table 23 Forecast Total Packaging by Industry: % Retail Unit Volume Growth 2010-2015

Table 24 Forecast FMCG Closures by Type: Retail Unit Volume 2010-2015

Table 25 Forecast FMCG Closures by Type: % Retail Unit Volume Growth 2010-2015

Table 26 Forecast Total Closures by Industry: Retail Unit Volume 2010-2015

Table 27 Forecast Total Closures by Industry: % Retail Unit Volume Growth  
2010-2015

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