

Ball Corp in Packaging (Global)

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Date: March 2014

Pages: 30

Price: US\$ 572.00 (Single User License)

ID: B8DE34E6741EN

Abstracts

The leading metal packaging manufacturer, Ball, is working to address the challenges represented by maturity in key markets and the rise of rival packaging formats. This profile analyses Ball's efforts to reposition metal packaging and shift the emphasis of its offer in a premium direction. It also considers the opportunities deriving from the company's moves to expand its presence in fast-growing emerging markets.

Euromonitor International's Ball Corp in Packaging (Global) 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.

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