

# Beverage Packaging in Asia Pacific: Innovation and Lower Cost Packaging Solutions Aid Strong Growth

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## Abstracts

Asia Pacific is further widening the growth gap between east and west, as it continues to be the strongest performer in beverage packaging. PET, beverage cans and brick liquid cartons saw the most dynamic growth, due to their low cost and rapid growth in key end user categories such as bottled water, RTD tea and juice. Asia Pacific offers ample opportunities for packaging manufacturers; however, value-for-money solutions will be instrumental to success, due to the low incomes of most consumers.

Euromonitor International's Beverage Packaging in Asia Pacific: Innovation and Lower Cost Packaging Solutions Aid Strong Growth 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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