

# Beverages Packaging: Share of Material Across the Drinks Packaging Industry

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## Abstracts

The need for lightweight, portable and re-closable beverage packaging is a continuing global trend with strong penetration in developed markets but growth is also being shown in emerging countries as purchasing power strengthens, enabling PET bottles to record brightest global performance. Euromonitor International examines the position and performance of key packaging formats, discussing what beverages, regions, countries and consumption trends will most influence forecast packaging fortunes.

Euromonitor International's Beverages Packaging: Share of Material Across the Drinks Packaging Industry 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

**Product coverage:** Alcoholic drinks, Hot drinks, Soft drinks.

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

## Why buy this report?

Get a detailed picture of the Beverage 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Beverages Packaging: Share of Material Across the Drinks Packaging Industry

Euromonitor International

December 2009

Introduction

Global Picture

Global Beverage Category Focus

Global Packaging Type Focus

Prospects

Report Definitions

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