

Canned/Preserved Food Packaging in Italy

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Abstracts

The importance of health and wellness is growing in Italy, and consumers are increasingly paying attention to products which are fresh, organic and natural. Whilst on the one hand this trend seemed to undermine the performance of canned/preserved food packaging in 2014, on the other hand it represented an opportunity for manufacturers, as a way to better position themselves on shelves, and provided added-value to consumers, with more health and wellness products offered in the market.

Euromonitor International's Canned/Preserved Food Packaging in Italy 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: Canned/Preserved Beans, Canned/Preserved Fish/Seafood, Canned/Preserved Fruit, Canned/Preserved Meat and Meat Products, Canned/Preserved Pasta, Canned/Preserved Ready Meals, Canned/Preserved Soup, Canned/Preserved Tomatoes, Canned/Preserved Vegetables, Other Canned/Preserved Food.

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

Why buy this report?

Get a detailed picture of the Canned/Preserved Food 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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