

Chilled Processed Food Packaging in Australia

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Abstracts

Due to increasing health-awareness and concerns as well as a growing interest in culinary matters, more Australian customers are preferring chilled processed food over shelf-stable food. Chilled processed food is considered to be fresher and healthier, whereas shelf-stable food requires additional preservatives to retain its freshness. However, following a few consecutive years of strong growth, chilled processed food is maturing and its packaging only grew by 1% over 2014.

Euromonitor International's Chilled Processed Food Packaging in Australia 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: Chilled Fish/Seafood, Chilled Lunch Kits, Chilled Noodles, Chilled Pizza, Chilled Processed Meat, Chilled Ready Meals, Chilled Soup, Chilled/Fresh Pasta, Fresh Cut Fruits, Prepared Salads.

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

Why buy this report?

Get a detailed picture of the Chilled Processed 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.



Contents

Headlines

Trends

Prospects

Colorpak Ltd in Packaging Industry (australia)

Strategic Direction

Key Facts

Summary 1 Colorpak Ltd: Key Facts

Summary 2 Colorpak Ltd: Operational Indicators

Company Background

Production

Summary 3 Major End-use Markets for Colorpak Ltd by Pack Type 2013

Competitive Positioning

Detmold Group in Packaging Industry (australia)

Strategic Direction

Key Facts

Summary 4 Detmold Group: Key Facts

Summary 5 Detmold Group: Operational Indicators

Company Background

Production

Summary 6 Major End-use Markets for Detmold Group by Pack Type 2013

Competitive Positioning

National Can Industries Ltd (nci) in Packaging Industry (australia)

Strategic Direction

Key Facts

Summary 7 National Can Industries Ltd: Key Facts

Summary 8 National Can Industries Ltd: Operational Indicators

Company Background

Production

Summary 9 Major End-use Markets for National Can Industries Ltd by Pack Type 2013

Competitive Positioning

Orora Ltd in Packaging Industry (australia)

Strategic Direction

Key Facts

Summary 10 Orora Ltd: Key Facts

Summary 11 Orora Ltd: Operational Indicators

Company Background

Production



Summary 12 Major End-use Markets for Orora Ltd by Pack Type 2013

Competitive Positioning

Owens-illinois Asia Pacific Pty Ltd in Packaging Industry (australia)

Strategic Direction

Key Facts

Summary 13 Owens-Illinois Asia Pacific Pty Ltd: Key Facts

Summary 14 Owens-Illinois Asia Pacific Pty Ltd: Operational Indicators

Company Background

Production

Summary 15 Major End-use Markets for Owens-Illinois Asia Pacific Pty Ltd by Pack

Type 2013

Competitive Positioning

Pact Group Pty Ltd in Packaging Industry (australia)

Strategic Direction

Key Facts

Summary 16 Pact Group Pty Ltd: Key Facts

Summary 17 Pact Group Pty Ltd: Operational Indicators

Company Background

Production

Summary 18 Major End-use Markets for Pact Group Pty Ltd by Pack Type 2013

Competitive Positioning

Pro-pac Packaging Ltd in Packaging Industry (australia)

Strategic Direction

Key Facts

Summary 19 Pro-Pac Packaging Ltd: Key Facts

Summary 20 Pro-Pac Packaging Ltd: Operational Indicators

Company Background

Production

Summary 21 Major End-use Markets for Pro-Pac Packaging Ltd by Pack Type 2013

Competitive Positioning

Visy Industries in Packaging Industry (australia)

Strategic Direction

Key Facts

Summary 22 Visy Industries: Key Facts

Summary 23 Visy Industries: Operational Indicators

Company Background

Production

Summary 24 Major End-use Markets for Visy Industries by Pack Type 2013

Competitive Positioning



Executive Summary

Economy Impacts Packaging

It Is All About Premium

Ease of Opening

Pouch Potential Has Not Been Used Up Yet

Portion Control and Decreasing Pack Sizes

Key Trends and Developments

Economy Impacts Packaging

It Is All About Premium

Ease of Opening

Pouch Potential Has Not Yet Been Used Up

Portion Control and Decreasing Pack Sizes

Packaging Legislation

Country of Origin Labelling

Australian Packaging Covenant

Tobacco Packaging Legislation

the Road To Health Food Ratings

Recycling and the Environment

Recycling Rates Trend Upwards

Light Weight Packaging

Container Deposit Legislation

Table 1 Overview of Packaging Recycling and Recovery in Australia 2012/2013 and

Targets for 2014

Packaging Design and Labelling

Retro Cues in Design

Bringing the Pub Experience Home

See-through Packaging



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