

Chilled Processed Food Packaging in Italy

<https://marketpublishers.com/r/CB5A06AF7B3EN.html>

Date: June 2015

Pages: 35

Price: US\$ 990.00 (Single User License)

ID: CB5A06AF7B3EN

Abstracts

The increasingly hectic lifestyles of Italian consumers drove the growth of chilled processed food packaging in 2014. In fact, Italians are favouring eating at home as a way to save money, rather than going out, but at the same time they value convenience in order to save time and eat healthy meals within their time constraints. In addition, chilled processed food is gaining favour amongst Italians in the workplace, thanks to the wider availability of ready meals.

Euromonitor International's Chilled Processed 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: 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.

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