

Consumer Packaging Strategies: Adapting to Cost Pressures

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Date: December 2023

Pages: 56

Price: US\$ 1,325.00 (Single User License)

ID: C0A6529BF2ACEN

Abstracts

The consumer packaging value chain is challenged by raw material prices and high operating costs. Brands can employ pack innovation strategies, to reduce the impact of price rises and preserve consumer affordability, ranging from adopting distribution-efficient flexible pack formats to providing a diversified pack size offer. Sustainability – a core target for the packaging industry and a cost pressure – is an opportunity, as an enabler of consumer purchasing and for a positive brand reputation.

Euromonitor International's Consumer Packaging Strategies: Adapting to Cost Pressures 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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