

# Coveris Group in Packaging (World)

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## Abstracts

Coveris is set to record negative performance primarily from its flexible packaging activities in the US and the UK. As the group looks to separate itself from its Americas and Rigid divisions, its position as a key plastic packaging converter needs to be further asserted. Europe will enable Coveris to gain growth stability with portioned formats, reclosable and more sustainable designs. The group should equally seek expansion in Asia and the MEA, where the biggest growth opportunities lie.

Euromonitor International's Coveris Group in Packaging (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Packaging industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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

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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.

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## Contents

Scope of the Report  
Strategic Evaluation  
Market Assessment  
Geographic and Category Opportunities  
Operations  
Recommendations

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