

# European Beverage Packaging: A Mixed Outlook with Some Key Opportunities

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Date: July 2015

Pages: 39

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

ID: ED4B71B5E45EN

## Abstracts

Beverage packaging demand witnessed 2% unit volume growth in Europe in 2014 despite a tough economic and legislative environment. Prospects to 2019 look mixed, with glass overall suffering from a contraction in alcoholic drinks consumption due to increasing health concerns in Western Europe. PET, metal beverage cans and liquid cartons will have it easier, with smaller PET bottle and beverage can sizes, respectively, increasingly appealing for on-the-go consumption in water and carbonates.

Euromonitor International's European Beverage Packaging: A Mixed Outlook with Some Key Opportunities 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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