

Flexible Packaging in Asia Pacific

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Abstracts

Asia Pacific leads for flexible packaging, with fast growth due to low per capita usage. Most flexible packaging use is in packaged food, with snacks and noodles leading unit volume. Flexible plastic is favoured due to convenience, affordability, and preserving ability. The health trend drives smaller packaged food pack sizes, while value for money drives larger home care formats. Sustainability is the current mission across countries, but consumer education is the biggest challenge to this.

Euromonitor International's Flexible Packaging in Asia Pacific 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.

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