

Flexible Packaging in Western Europe

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Abstracts

Flexible packaging continues to be an important and well-developed pack type in Western Europe, heavily used in the packaged food industry, and confectionery in particular. However, applications using plastic will have to cope with the ever increasing opprobrium heaped on this packaging material from many quarters, with regulations, including legislation being introduced in EU Member States to try and phase out the use of single-use plastics, expected to tighten over the forecast period.

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Euromonitor International's Flexible Packaging in Western Europe 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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