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Flexible Packaging in Western Europe

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Abstracts

Flexible packaging is the leading type of packaging in Western Europe, very heavily used in the packaged food industry, and with ever increasing usage in the dog and cat food industry. With sustainability concerns remaining top of mind, players are committing themselves to ambitious targets in terms of their production and packaging, while the EU is also driving developments in this area with legislation such as its Plastics Levy.

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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