

Food Packaging Prospects in Europe: The Search for Added Value

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Abstracts

Over 2014, Europe is set to see a positive but low 1% increase in retail volumes of food packaging. Manufacturers operating in Europe increasingly need to provide packaging solutions that deliver a greater value offering. While flexible plastic will grow the most and convey affordability, a higher shelf presence can be achieved in dairy with shaped thin wall containers. Dynamic growth awaits pouches as a safe pack for children to use. Paper-based containers will enable a premium look in snacking...

Euromonitor International's Food Packaging Prospects in Europe: The Search for Added Value 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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