

Food Packaging - USA

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Abstracts

At the start of the recession, some food manufacturers increased unit prices by reducing pack sizes rather than by increasing the price on the shelf. This helped them boost increasingly stressed margins without turning too many consumers off. As the economy has begun to bounce back, some manufacturers have retained the smaller pack sizes, pointing to a lack of negative consumer reaction to such practices. While impacting nearly every category, such changes have been most common in impulse...

Euromonitor International's Food Packaging in report offers insight into key trends and developments driving packaging of all major types of food products: dairy; sauces, dressings and condiments; canned/preserved food; impulse foods; chilled and frozen food; baby food. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Baby Food, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Meal Replacement, Noodles, Oils and Fats, Pasta, Ready Meals, Sauces, Dressings and Condiments, Snack Bars, Soup, Spreads, Sweet and Savoury Snacks

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 - Packaged Food industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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