

The Future for Plastic Tubes: Opportunities Analysis in Beauty and Personal Care

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Date: September 2015

Pages: 31

Price: US\$ 1,325.00 (Single User License)

ID: FD8FC9413E2EN

Abstracts

Squeezable plastic tubes rose by 4% in personal care globally in 2014; an even better performance than total packaging's 3% increase. Over 2014-2019, plastic tube volumes are set to grow primarily alongside rising toothpaste sales in developing markets. The pack type should gain further presence in skin and hair care where it is due to meet demand for greater functionality and ease of application, while also conveying a premium image using a plastic dispensing closure and in the right pack size.

Euromonitor International's The Future for Plastic Tubes: Opportunities Analysis in Beauty and Personal Care 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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