

The Future of Plastic Packaging Amid Sustainability Pressures

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Date: November 2022

Pages: 47

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

ID: F05BF639DF99EN

Abstracts

Plastic holds leading position in global packaging demand, accounting for almost two thirds of retail sales, with versatility and efficiency key to its success. Plastic is, however, under increasing pressure as a source of waste. To establish plastic as a sustainable packaging choice for brands, retailers, consumers and regulators, greater pursuit of circularity is paramount, and is a strong area of innovation. Embedding renewable design and investing in recycling and reuse are core priorities.

Euromonitor International's The Future of Plastic Packaging Amid Sustainability Pressures 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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