

Glass Packaging Prospects in Global Food and Drinks

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Abstracts

Despite tough politico-economic conditions and competition from PET bottles and beverage cans, global glass packaging demand through retail is set to pick up growth to 2020. Challenges await in beer and carbonates as consumers increasingly seek to drink less but better. Yet, returnable bottles will fare well in South-east Asia and Latin America, while premiumisation should open up possibilities in more mature Western European and North American markets.

Euromonitor International's Glass Packaging Prospects in Global Food and Drinks 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.

Contents

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Soft Drinks
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