

Global Beverage Packaging: Refreshing Packaging Developments for Sustained Growth

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Abstracts

Beverage packaging has a largely positive forecast with retail volume sales due to reach 1.3 billion units by 2018, fuelled especially by emerging regions. PET and liquid cartons will see strong volume growth in soft drinks, while glass and metal will expand in beer and carbonates. Yet against a challenging economic backdrop, brand owners need to work together with packagers to meet consumer needs for good value and convenience, as well as to stand out on crowded shelves.

Euromonitor International's Global Beverage Packaging: Refreshing Packaging Developments for Sustained Growth 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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