

Global Consumer Packaging Strategies: Adapting to Cost Pressures

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Abstracts

The consumer packaging value chain is challenged by raw material prices and high operating costs. Brands can employ pack innovation strategies, to reduce the impact of price rises and preserve consumer affordability, ranging from adopting distribution-efficient flexible pack formats to providing a diversified pack size offer. Sustainability – a core target for the packaging industry and a cost pressure – is an opportunity, as an enabler of consumer purchasing and for a positive brand reputation.

Euromonitor International's Global Consumer Packaging Strategies: Adapting to Cost 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.

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