

Global Drinks Packaging: Sizing, Design and Premiumisation

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Abstracts

Retail sales of beverages are on the rise and will likely maintain this trend to 2020. This growth is primarily driven by health, on-the-go consumption and premium trends seen in the alcoholic, soft and hot drinks industries. Despite this, brand owners are still encouraged to innovate beyond pack type materials in order to boost the challenged performance in carbonates as well as demand for a greater consumer experience in slow-moving categories such as spirits and beer.

Euromonitor International's Global Drinks Packaging: Sizing, Design and Premiumisation 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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