

Global Flexible Packaging: Combining Affordability with Added Value for Success

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Abstracts

Already making up half of global retail packaging, flexibles look set to expand further, with a forecast 2% CAGR over 2014-2019. Toughening legislation is a tangible threat to flexible packaging in tobacco. However, its versatility as a pack material in packaged food will allow it to grow significantly as an affordable solution in Asia and Latin America, while meeting demand for greater functionality (in packaged food) in North America and Western Europe. Pack sizing will be key in addressing th...

Euromonitor International's Global Flexible Packaging: Combining Affordability with Added Value for Success 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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