

# Global Flexible Packaging: Combining Affordability with Added Value for Success

https://marketpublishers.com/r/G92FB51AABDEN.html

Date: May 2015

Pages: 31

Price: US\$ 1,325.00 (Single User License)

ID: G92FB51AABDEN

### **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.



## **Contents**

Introduction
Flexibles in Retail Packaging
Challenges in Tobacco
Versatility In Foods
Shelf Appeal in Beauty and Home Care
Recommendations
Definitions



#### I would like to order

Product name: Global Flexible Packaging: Combining Affordability with Added Value for Success

Product link: https://marketpublishers.com/r/G92FB51AABDEN.html

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

## **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/G92FB51AABDEN.html">https://marketpublishers.com/r/G92FB51AABDEN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970