

Global Flexible Packaging: Winning Strategies in the Future Retail Marketplace

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Abstracts

Flexible packaging leads retail packaging volume sales globally, and is set to drive growth to 2021. Across food and pet food, drinks, beauty and home care, flexible plastic will benefit from a switch from loose to packaged goods, and can be used in smaller sizes as an on-the-go snacking format and for portion control. Flexible paper can help convey tradition while aluminium/plastic can raise freshness perception. Pouches will rise faster owing to shelf impact and suitability for children.

Euromonitor International's Global Flexible Packaging: Winning Strategies in the Future Retail Marketplace global briefing offers an insight into 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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