

Global Food Packaging: Innovating for the Consumer of the Future

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Abstracts

Food packaging volume sales picked up pace globally over 2017. In a more unsettling global context and an all-encompassing move to digital, packaging innovation will be key in regaining consumer trust in food brands regarding their health proposition and sustainability promise. Pack and closure functionality will need to better facilitate snacking on the move and ease meal preparation. Smart and connect packaging technologies will be crucial tools in developing consumer engagement.

Euromonitor International's Global Food Packaging: Innovating for the Consumer of the Future 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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