

Global Food Packaging: Innovating for Greater Convenience and Quality Image

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Abstracts

Growing at CAGR 3% to 1.9 trillion units in 2015, global retail sales of food packaging is on track for further expansion to 2020. A shift from loose to packaged foods will largely drive growth in Asia, Latin America and the AME region. Yet, the health and snacking trends will need to be met through packaging innovation. More portable dairy packs, portioned confectionery formats and packaging that suggest fresher products in the ambient aisles, will go a long way in Europe and North America.

Euromonitor International's Global Food Packaging: Innovating for Greater Convenience and Quality Image 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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