

Global Food Packaging: Nurturing Future Sales Growth Through Innovation

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Abstracts

Rapidly rising demand from emerging regions is certainly driving increases in global food packaging volumes, but opportunities for growth are also coming from mature markets, fuelled by packaging innovation. Increasingly hectic lifestyles will make convenience a key driver of new packaging development to 2017. Tough economic conditions are leading consumers to seek value for money pack solutions, while in saturated markets brand owners also need to use packaging as an on-shelf differentiator.

Euromonitor International's Global Food Packaging: Nurturing Future Sales Growth Through Innovation 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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