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Global Packaging Developments: Building Brand Success Through Innovation

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Abstracts

With intensifying brand competition in developing regions and with tougher economic conditions in North America and Western Europe, packaging innovation is increasingly key to meeting consumer needs. Affordability remains paramount and can be met through the use of large pack sizes, such as for detergents or rice. Raising a brand's impact, sustainability profile and functionality will also work towards success. Pouches' versatility in meeting these various needs makes this a promising format.

Euromonitor International's Global Packaging Developments: Building Brand Success 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

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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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