

Global Paper-Based Containers: Current Packaging Trends and Opportunities

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Abstracts

Following some years of falling sales, paper-based containers show a return to growth, led by folding carton performance. The carton's ability to target both value and premium product positioning ensures its presence in all regions and across a wide range of industries. Food applications will lead the way for paper-based container usage, driven by good performance within sweet biscuits, fruit snacks and snack bars, and savoury snacks, where there is rising demand for value and premium variants.

Euromonitor International's Global Paper-Based Containers: Current Packaging Trends and Opportunities 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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