

Global PET Bottles: Key Success Factors for Beverages

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Abstracts

PET witnessed the highest absolute volume growth in retail beverages packaging globally during the review period. Asia Pacific was the biggest contributor to this, driven primarily by China and India. Significant growth of bottled water, carbonates and RTD tea, not just in Asia, but also in Latin America and Eastern Europe is driving demand for PET as developing regions increase their spending.

Euromonitor International's Global PET Bottles: Key Success Factors for Beverages global briefing offers an insight into 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.

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