

Global Snacks Packaging: Staying Relevant Through Pack Sizing Strategies

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Abstracts

Conventional snacks will lead packaging unit volume growth in foods over 2017-2021. The rise in snacking is increasingly coupled with health concerns around confectionery, biscuits, savoury snacks and ice cream, and a desire for a better consumption experience. Shifting to smaller pack sizes will be key to greater calorie control in developed markets. Portable, easy to use pouches and rigid plastic solutions will fare well, with smaller product portions that are easy to graze on or share.

Euromonitor International's Global Snacks Packaging: Staying Relevant Through Pack Sizing Strategies 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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