

Global New Packaging Developments 2011

URL:	https://marketpublishers.com/r/G3B2FEAD429EN.html
Date:	April 11, 2012
Pages:	52
Price:	US\$ 2,000.00
ID:	G3B2FEAD429EN

Packaging innovation and development in 2011 saw the use of pack sizing as a strategy to achieve maximum consumer reach, through the launch of economy big-value pack sizes and of small pack sizes to reach varying affordability thresholds across world regions. Pack launches that provide added-value functionality and handling appeal is another area of ongoing development. The use of packaging for increased shelf presence remains ever-present, whilst sustainable solutions also gain in traction.

Euromonitor International's Global New Packaging Developments 2011 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.

Product coverage:

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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- 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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