

# Graphic Packaging Holding Company in Packaging (World)

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## Abstracts

Graphic Packaging is one of the world's largest producers of folding cartons, catering for a wide range of products primarily within the food and drinks industries. While consolidating its position in the US, its domestic market, the company continues to expand its international reach, recently acquiring companies in Australia, New Zealand and Mexico. This profile analyses the challenges the company faces, as well as examining opportunities for further expansion.

Euromonitor International's Graphic Packaging Holding Company in Packaging (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Packaging industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving 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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