

Huhtamaki Oyj in Packaging - World

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Abstracts

Huhtamäki Oyj is global packaging company with net sales of EUR2 billion in 2009. 13,000 employees in 33 countries supply customers in the foodservice and consumer goods markets. In 2009 and 2010, the company started to offload parts of its rigid plastic consumer goods operations, where it has few advantages in a highly competitive global market. Further rationalisation seems likely, possibly to enable purchases in India, which the company has identified as a development opportunity.

Euromonitor International's Huhtamäki Oyj 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.

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