

Key Global Packaging Trends and Innovations in Home Care

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Date: April 2017

Pages: 28

Price: US\$ 1,325.00 (Single User License)

ID: K4589F87829EN

Abstracts

Home care packaging innovations were numerous over 2011-2016, particularly in laundry care, in spite of the industry's only modest growth. While sales are stagnating in developed countries, developing markets are driving volume sales through small pack sizes that make laundry detergent affordable to all. Furthermore, offering more functional packaging remains key globally, while consumers are demanding more eco-friendly packaging and brand owners are working towards a more circular economy.

Euromonitor International's Key Global Packaging Trends and Innovations in Home Care 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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