

Metal Packaging in Latin America

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Abstracts

Despite high penetration of metal packaging in many categories, this pack type continues to grow in unit volume in Latin American countries. Greater production capacity, high recyclability levels, versatility for new usages, innovation in formats and closures are just some of the factors that have helped metal packaging consolidate its position in the region, despite the political and economic instability that many countries face at present.

Euromonitor International's Metal Packaging in Latin America 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.

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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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