

# MM Packaging France SA in Packaging Industry (France)

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## Abstracts

MM Packaging is a key player within folding carton in France. Its position remains consolidated within fmcg products as brand owners and consumers tend to favour eco-friendly packaging. However, government issues, such as reducing packaging, are being seen as a challenge for MM Packaging. Customisation and design therefore represent an opportunity for MM Packaging France's strategy to maintain its leading position in folding carton.

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