

New Packaging Developments in Beauty and Home Care: Delivering What Consumers Want

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Abstracts

Beauty and home care packaging has seen steady growth through ongoing innovation and development of pack material, size and closure. Brand owners are making packaging work harder to stand out on store shelves and meet consumer demands for improved functionality, convenience and value. The lure of cost savings and benefits for both producer and consumer has led to a rise in demand for lighter and more environmentally-friendly packaging with rigid plastics and pouches faring well.

Euromonitor International's New Packaging Developments in Beauty and Home Care: Delivering What Consumers Want 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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