

# Packaging in Vietnam

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## Abstracts

The positive economic conditions in Vietnam in 2016 boosted consumer confidence, encouraging spending on food, drinks and beauty and personal care. This, in turn, benefitted the performance of packaging during 2016. Manufacturers were also very keen to enter and expand in Vietnam in order to capitalise on the opportunities that this growth presents, thus increasing the need for them to seek new ways to attract consumers. Packaging design has thus become a crucial way for manufacturers to appeal...

Euromonitor International's Packaging in Vietnam report offers insight into key trends and developments in the industry. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

**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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