

# Packaging Industry in Hungary

<https://marketpublishers.com/r/P459C8BB436EN.html>

Date: October 2012

Pages: 78

Price: US\$ 2,100.00 (Single User License)

ID: P459C8BB436EN

## Abstracts

Despite the improvement in the national economy in terms of rising export volumes, higher agricultural output and a slightly decreasing inflation rate, the consolidation of consumer confidence is likely to manifest itself at a later stage. In the first half of 2011 retail sales volume declined by 0.5% in comparison with the same period a year earlier. Policies aimed at encouraging consumption have not yet yielded any positive results. Despite the lowered personal income tax and the payments of...

Euromonitor International's Packaging in Hungary 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.

## Contents

Executive Summary

Packaging Industry Affected by Slow Economic Recovery and the Low Purchasing Propensity

Lightweight Packaging on the Sustainability Agenda of Brand Owners

Usage of Innovative Closure Types Increases

Transparent Packaging Like Pet Bottles Penetrates Cosmetics and Food Products

Glass Packaging Is Still Associated With 'premium' Products

Key Trends and Developments

Increasing Health Awareness Boosts Demand for Healthier Drinks

Busier Lifestyle of the Urban Population Drives Demand for Rtd Beverages

Packaging Innovation Still An Effective Tool for Product Differentiation

Antismoking Legislation Has Serious Effects on Tobacco Packaging

On-the-go Consumption Generates High Rate of Innovation in Closure Types

New Excise Tax Law on Unhealthy Foods Will Also Impact the Packaging Market

Packaging Legislation

Regulatory Framework in Hungary

Regulatory Framework of the EU Within the Field of Packaging Waste Management

Environmental Product Fee for Packaging Materials

Sustainability, Recycling, Green Issues and the Environment

National Waste Management Plan

Selective Waste Collection in Hungary

Beverage Metal Cans To Be Collected by Automatic Machines

Category Data

Table 1 Overview of Packaging Recycling and Recovery in the Hungary 2009/2010 and Targets for 2011

Table 2 FMCG Packaging by Pack Type: Retail Unit Volume 2005-2010

Table 3 FMCG Packaging by Pack Type: % Retail Unit Volume Growth 2005-2010

Table 4 Total Packaging by Industry: Retail Unit Volume 2005-2010

Table 5 Total Packaging by Industry: % Retail Unit Volume Growth 2005-2010

Table 6 FMCG Closures by Type: Retail Unit Volume 2005-2010

Table 7 FMCG Closures by Type: % Retail Unit Volume Growth 2005-2010

Table 8 Total Closures by Industry: Retail Unit Volume 2005-2010

Table 9 Total Closures by Industry: % Retail Unit Volume Growth 2005-2010

Table 10 Forecast FMCG Packaging by Pack Type: Retail Unit Volume 2010-2015

Table 11 Forecast FMCG Packaging by Pack Type: % Retail Unit Volume Growth 2010-2015

Table 12 Forecast Total Packaging by Industry: Retail Unit Volume 2010-2015

Table 13 Forecast Total Packaging by Industry: % Retail Unit Volume Growth  
2010-2015

Table 14 Forecast FMCG Closures by Type: Retail Unit Volume 2010-2015

Table 15 Forecast FMCG Closures by Type: % Retail Unit Volume Growth 2010-2015

Table 16 Forecast Total Closures by Industry: Retail Unit Volume 2010-2015

Table 17 Forecast Total Closures by Industry: % Retail Unit Volume Growth  
2010-2015

Dunapack Papír És Csomagolóanyag Zrt in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 1 Dunapack Papír és Csomagolóanyag Zrt: Key Facts

Summary 2 Dunapack Papír és Csomagolóanyag Zrt : Operational Indicators

Company Background

Production

Summary 3 Major End-use Markets for Dunapack Papír és Csomagolóanyag by Pack  
Type 2010

Competitive Positioning

Mátrametál Kft in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 4 Mátrametál Kft: Key Facts

Summary 5 Mátrametál Kft: Operational Indicators

Company Background

Production

Summary 6 Major End-use Markets for Mátrametál by Pack Type 2010

Competitive Positioning

Nordenia Hungary Kft in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 7 Nordenia Hungary Kft: Key Facts

Summary 8 Nordenia Hungary Kft: Operational Indicators

Company Background

Production

Summary 9 Major End-use Markets for NORDENIA HUNGARY by Pack Type 2010

Competitive Positioning

O-i Manufacturing Magyarország Üvegipari Kft in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 10 O-I Manufacturing Magyarország Üvegipari Kft: Key Facts

Summary 11 O-I Manufacturing Magyarország Üvegipari Kft: Operational Indicators  
Company Background

Production

Summary 12 Major End-use Markets for O-I Manufacturing Magyarország Üvegipari Kft by Pack Type 2010

Competitive Positioning

Pikopack Zrt in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 13 Pikopack Zrt: Key Facts

Summary 14 Pikopack Zrt: Operational Indicators

Company Background

Production

Summary 15 Major End-use Markets for Pikopack Zrt by Pack Type 2010

Competitive Positioning

Procap Duna Ipari Rt in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 16 Procap Duna Ipari Rt: Key Facts

Summary 17 Procap Duna Ipari Rt: Operational Indicators

Company Background

Production

Summary 18 Major End-use Markets for Procap Duna Ipari Rt by Pack Type 2010

Competitive Positioning

Resilux Hungária Csomagolástechnikai Kft in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 19 Resilux Hungária Csomagolástechnikai Kft: Key Facts

Summary 20 Resilux Hungária Csomagolástechnikai Kft: Operational Indicators

Company Background

Production

Summary 21 Major End-use Markets for Resilux Hungária Csomagolástechnikai by Pack Type 2010

Competitive Positioning

SCA Packaging Hungary Kft in Packaging Industry (hungary)

Strategic Direction

Key Facts

Summary 22 SCA Packaging Hungary Kft: Key Facts

Summary 23 SCA Packaging Hungary Kft: Operational Indicators

## Company Background

Summary 24 Major End-use Markets for SCA Packaging by Pack Type 2010

## Competitive Positioning

Sig Combibloc Kft in Packaging Industry (hungary)

## Strategic Direction

## Key Facts

Summary 25 SIG Combibloc: Key Facts

Summary 26 SIG Combibloc: Operational Indicators

## Company Background

## Production

Summary 27 Major End-use Markets for SIG Combibloc by Pack Type 2010

## Competitive Positioning

Tetra Pak Hungaria Zrt in Packaging Industry (hungary)

## Strategic Direction

## Key Facts

Summary 28 Tetra Pak Hungaria Zrt: Key Facts

Summary 29 Tetra Pak Hungaria Zrt: Operational Indicators

## Company Background

## Production

Summary 30 Major End-use Markets for Tetra Pak Hungaria Zrt by Pack Type 2010

## Competitive Positioning

## Headlines

## Trends

## Competitive Landscape

Table 18 Ranking of Major Closure Companies 2010

## Prospects

## Category Data

Table 19 FMCG Closures by Type: Retail Unit Volume 2005-2010

Table 20 FMCG Closures by Type: % Retail Unit Volume Growth 2005-2010

Table 21 Total Closures by Industry: Retail Unit Volume 2005-2010

Table 22 Total Closures by Industry: % Retail Unit Volume Growth 2005-2010

Table 23 Forecast FMCG Closures by Type: Retail Unit Volume 2010-2015

Table 24 Forecast FMCG Closures by Type: % Retail Unit Volume Growth 2010-2015

Table 25 Forecast Total Closures by Industry: Retail Unit Volume 2010-2015

Table 26 Forecast Total Closures by Industry: % Retail Unit Volume Growth

2010-2015

## Headlines

## Trends

## Competitive Landscape

## Table 27 Ranking of Major Flexible Packaging Companies 2010

Prospects

Category Data

Table 28 FMCG Packaging by Flexible Pack Type: Retail Unit Volume 2005-2010

Table 29 FMCG Packaging by Flexible Pack Type: % Retail Unit Volume Growth 2005-2010

Table 30 Flexible Packaging by Industry: Retail Unit Volume 2005-2010

Table 31 Flexible Packaging by Industry: % Retail Unit Volume Growth 2005-2010

Table 32 Forecast FMCG Packaging by Flexible Pack Type: Retail Unit Volume 2010-2015

Table 33 Forecast FMCG Packaging by Flexible Pack Type: % Retail Unit Volume Growth 2010-2015

Table 34 Forecast Flexible Packaging by Industry: Retail Unit Volume 2010-2015

Table 35 Forecast Flexible Packaging by Industry: % Retail Unit Volume Growth 2010-2015

Headlines

Trends

Returnables

Competitive Landscape

Table 36 Ranking of Major Glass Packaging Companies 2010

Prospects

Category Data

Table 37 FMCG Packaging by Glass Pack Type: Retail Unit Volume 2005-2010

Table 38 FMCG Packaging by Glass Pack Type: % Retail Unit Volume Growth 2005-2010

Table 39 Glass Packaging by Industry: Retail Unit Volume 2005-2010

Table 40 Glass Packaging by Industry: % Retail Unit Volume Growth 2005-2010

Table 41 Forecast FMCG Packaging by Glass Pack Type: Retail Unit Volume 2010-2015

Table 42 Forecast FMCG Packaging by Glass Pack Type: % Retail Unit Volume Growth 2010-2015

Table 43 Forecast Glass Packaging by Industry: Retail Unit Volume 2010-2015

Table 44 Forecast Glass Packaging by Industry: % Retail Unit Volume Growth 2010-2015

Headlines

Trends

Competitive Landscape

Table 45 Ranking of Major Liquid Carton Companies 2010

Prospects

## Category Data

Table 46 FMCG Packaging by Liquid Carton Type: Retail Unit Volume 2005-2010

Table 47 FMCG Packaging by Liquid Carton Type: % Retail Unit Volume Growth 2005-2010

Table 48 Liquid Cartons by Industry: Retail Unit Volume 2005-2010

Table 49 Liquid Cartons by Industry: % Retail Unit Volume Growth 2005-2010

Table 50 Forecast FMCG Packaging by Liquid Carton Type: Retail Unit Volume 2010-2015

Table 51 Forecast FMCG Packaging by Liquid Carton Type: % Retail Unit Volume Growth 2010-2015

Table 52 Forecast Liquid Cartons by Industry: Retail Unit Volume 2010-2015

Table 53 Forecast Liquid Cartons by Industry: % Retail Unit Volume Growth 2010-2015

## Headlines

### Trends

### Competitive Landscape

Table 54 Ranking of Major Metal Packaging Companies 2010

## Prospects

## Category Data

Table 55 FMCG Packaging by Metal Pack Type: Retail Unit Volume 2005-2010

Table 56 FMCG Packaging by Metal Pack Type: % Retail Unit Volume Growth 2005-2010

Table 57 Metal Packaging by Industry: Retail Unit Volume 2005-2010

Table 58 Metal Packaging by Industry: % Retail Unit Volume Growth 2005-2010

Table 59 Forecast FMCG Packaging by Metal Pack Type: Retail Unit Volume 2010-2015

Table 60 Forecast FMCG Packaging by Metal Pack Type: % Retail Unit Volume Growth 2010-2015

Table 61 Forecast Metal Packaging by Industry: Retail Unit Volume 2010-2015

Table 62 Forecast Metal Packaging by Industry: % Retail Unit Volume Growth 2010-2015

## Headlines

### Trends

### Competitive Landscape

Table 63 Ranking of Major Paper-Based Container Companies 2010

## Prospects

## Category Data

Table 64 FMCG Packaging by Paper-Based Container Type: Retail Unit Volume 2005-2010



Table 65 FMCG Packaging by Paper-Based Container Type: % Retail Unit Volume Growth 2005-2010

Table 66 Paper-Based Containers by Industry: Retail Unit Volume 2005-2010

Table 67 Paper-Based Containers by Industry: % Retail Unit Volume Growth 2005-2010

Table 68 Forecast FMCG Packaging by Paper-Based Container Type: Retail Unit Volume 2010-2015

Table 69 Forecast FMCG Packaging by Paper-Based Container Type: % Retail Unit Volume Growth 2010-2015

Table 70 Forecast Paper-Based Containers by Industry: Retail Unit Volume 2010-2015

Table 71 Forecast Paper-Based Containers by Industry: % Retail Unit Volume Growth 2010-2015

Headlines

Trends

Returnables

Competitive Landscape

Table 72 Ranking of Major Rigid Plastic Packaging Companies 2010

Prospects

Category Data

Table 73 FMCG Packaging by Rigid Plastic Pack Type: Retail Unit Volume 2005-2010

Table 74 FMCG Packaging by Rigid Plastic Pack Type: % Retail Unit Volume Growth 2005-2010

Table 75 Rigid Plastic Packaging by Industry: Retail Unit Volume 2005-2010

Table 76 Rigid Plastic Packaging by Industry: % Retail Unit Volume Growth 2005-2010

Table 77 Forecast FMCG Packaging by Rigid Plastic Pack Type: Retail Unit Volume 2010-2015

Table 78 Forecast FMCG Packaging by Rigid Plastic Pack Type: % Retail Unit Volume Growth 2010-2015

Table 79 Forecast Rigid Plastic Packaging by Industry: Retail Unit Volume 2010-2015

Table 80 Forecast Rigid Plastic Packaging by Industry: % Retail Unit Volume Growth 2010-2015

## I would like to order

Product name: Packaging Industry in Hungary

Product link: <https://marketpublishers.com/r/P459C8BB436EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P459C8BB436EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970