

Packaging Industry in Russia

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Abstracts

Prior to the pandemic, Tetra Pak launched packaging with QR codes in Russia for milk, juice and baby food products, enabling greater communication with consumers and a way to collect data and promote brand loyalty. The development allows consumers to track the whole path of their chosen products from manufacture to store shelves. The trend was intensified by COVID-19, as manufacturers looked to assure consumers about the quality and safety of produce during the pandemic. At the beginning of the...

Euromonitor International's Packaging in Russia 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.

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Use five-year forecasts to assess how the market is predicted to develop.

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