

Packaging Industry in India

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Abstracts

In India, the demand for larger pack sizes, which offer better value for money, has surged due to inflation, especially in the wine industry, where 750ml sizes are popular for both individual consumption and sharing during social gatherings. The rise of e-commerce is also driving the demand for larger packs, especially in home care products. However, smaller packs cater to price-sensitive consumers in Tier 3 cities and rural areas, enticing them away from unbranded options.

Euromonitor International's Packaging in India 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

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