

# PET Outlook in Europe: Innovation as Growth Engine in a Challenging Region

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

Date: March 2016

Pages: 0

Price: US\$ 1,325.00 (Single User License)

ID:

## Abstracts

In Europe, PET bottles are expected to overcome difficulties pertaining to tight economic conditions. As well as having a key position in bottled water, PET is also set to expand across most soft drinks categories. Rising concerns over sugar intake will however encourage European consumers to seek products with greater health credentials. Innovation that meets changing consumer demand will be key for PET to keep its leading position in soft drinks and expand in dairy and newer markets.

Euromonitor International's PET Outlook in Europe: Innovation as Growth Engine in a Challenging Region 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.

## Contents

Introduction  
PET in Global Retail Packaging  
PET Outlook in Europe  
Recommendations  
Definitions

## I would like to order

Product name: PET Outlook in Europe: Innovation as Growth Engine in a Challenging Region

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

Price: US\$ 1,325.00 (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/.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