

# Reusable and Refillable Packaging in Western Europe

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## Abstracts

Increasingly popular in Western Europe, among Millennials and Gen Z who are most influenced by climate impact, refillable and reusable solutions continue to expand across the beauty, home care, food and drinks industries. The recurrent themes of hygiene, concentrated formulation, premium brand image and digital transformation are shaping the shift towards refillable packaging with affordability and convenience remaining critical features to the democratization of refill solutions moving forward.

Euromonitor International's Reusable and Refillable Packaging in Western Europe 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.

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