

Reynolds Group in Packaging (World)

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Abstracts

Reynolds Group, leading manufacturer of foodservice and retail food and beverage packaging, is facing challenging times with a decline in net sales across all its packaging segments due to tough competition from other manufacturers and pack types. Despite its expansion efforts, Reynolds Group's sales are still mainly based in North America. It is important for all of its segments to exploit further opportunities in both current and new markets in order to bring the company back to profit.

Euromonitor International's Reynolds Group in Packaging (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Packaging industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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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.

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