

Rigid Plastic in Eastern Europe

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Abstracts

Eastern Europe is the fourth biggest region in terms of rigid plastic in the world. It has been driven by the strong performance of PET bottles in bottled water. The health and wellness trend is the main reason behind this growth as consumers seek clean hydration. COVID-19 impacted consumer goods differently, but across each space bigger pack types rose to match consumers' demand for affordability. By 2022, pre-COVID-19 consumption habits are expected to start to reappear.

Euromonitor International's Rigid Plastic in Eastern 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.

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