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Rigid Plastic Packaging in Asia Pacific

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Abstracts

Asia Pacific leads globally in rigid plastic packaging, with fast growth due to lower per capita usage. Bottled water forms the bulk of rigid plastic in Asia Pacific, with demand due to hygiene purposes. PET bottles are favoured for convenience and affordability. Dairy packaging utilises thin wall plastic containers in yoghurt and sour milk products. The healthy living trend will continue driving growth for bottled water and yoghurt and other sour milk products in rigid plastic packaging.

Euromonitor International's Rigid Plastic Packaging in Asia Pacific 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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