

Sizing Strategies in Global Food Packaging: Smaller Packs for Higher Value

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Abstracts

As food packaging sales globally expanded to two trillion units in 2015, so did market saturation in developed regions. By 2020, brand owners operating in Western Europe and North America will increasingly need to size their packaging right. As snacking on the go rises and portion sizing offers control calorie intake, smaller formats will grow in popularity; benefiting flexible plastic in confectionery and biscuits and pouches in dairy. Thin wall containers will appeal for convenience at home.

Euromonitor International's Sizing Strategies in Global Food Packaging: Smaller Packs for Higher Value 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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