

Soft Drinks Packaging in Taiwan

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Abstracts

Soft drinks packaging was largely influenced by consumer preferences in 2014. The population consuming soft drinks comprises all ages and genders. To reach specific target groups, players have to make good use of the packaging. For example, sports drinks in PET bottles for runners who can grab and go running. Therefore, consumers were the driving force of soft drinks packaging. Players adapted different packaging to satisfy their consumers.

Euromonitor International's Soft Drinks Packaging in Taiwan report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

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

Why buy this report?

Get a detailed picture of the Soft Drinks 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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