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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.

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Contents

Headlines
Trends
Prospects
Cheng Loong Corp in Packaging Industry (taiwan)
Strategic Direction
Key Facts
Summary 1 Cheng Loong Corp: Key Facts
Summary 2 Cheng Loong Corp: Operational Indicators
Company Background
Production
Summary 3 Major End-use Markets for Cheng Loong Corp by Pack Type 2013
Competitive Positioning
Great China Metal Industrial Co Ltd in Packaging Industry (taiwan)
Strategic Direction
Key Facts
Summary 4 Great China Metal Industrial Co Ltd: Key Facts
Summary 5 Great China Metal Industrial Co Ltd: Operational Indicators
Company Background
Production
Summary 6 Major End-use Markets for Great China Metal Industrial Co Ltd by Pack Type 2013
Competitive Positioning
Taipoly Industries Corp in Packaging Industry (taiwan)
Strategic Direction
Key Facts
Summary 7 Taipoly Industries Corp: Key Facts
Summary 8 Taipoly Industries Corp: Operational Indicators
Company Background
Production
Summary 9 Major End-use Markets for Taipoly Industries Corp by Pack Type 2013
Competitive Positioning
Taiwan Glass Industrial Corp in Packaging Industry (taiwan)
Strategic Direction
Key Facts
Summary 10 Taiwan Glass Industrial Corp: Key Facts
Summary 11 Taiwan Glass Industrial Corp: Operational Indicators
Company Background

Production
Summary 12 Major End-use Markets for Taiwan Glass Industrial Corp by Pack Type 2013
Competitive Positioning
Taiwan Lamination Industries Inc in Packaging Industry (taiwan)
Strategic Direction
Key Facts
Summary 13 Taiwan Lamination Industries Inc: Key Facts
Summary 14 Taiwan Lamination Industries Inc: Operational Indicators
Company Background
Production
Summary 15 Major End-use Markets for Taiwan Lamination Industries Inc by Pack Type 2013
Competitive Positioning
Tetra Pak Taiwan Ltd in Packaging Industry (taiwan)
Strategic Direction
Key Facts
Summary 16 Tetra Pak Taiwan Ltd: Key Facts
Summary 17 Tetra Pak Taiwan Ltd: Operational Indicators
Company Background
Production
Summary 18 Major End-use Markets for Tetra Pak Taiwan Ltd by Pack Type 2013
Competitive Positioning
Yfy Packaging Inc in Packaging Industry (taiwan)
Strategic Direction
Key Facts
Summary 19 YFY Packaging Inc: Key Facts
Summary 20 YFY Packaging Inc: Operational Indicators
Company Background
Production
Summary 21 Major End-use Markets for YFY Packaging Inc by Pack Type 2013
Competitive Positioning
Yonyu Plastics Co Ltd in Packaging Industry (taiwan)
Strategic Direction
Key Facts
Summary 22 Yonyu Plastics Co Ltd: Key Facts
Summary 23 Yonyu Plastics Co Ltd: Operational Indicators
Company Background
Production

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Summary 24 Major End-use Markets for Yonyu Plastics Co Ltd by Pack Type 2013
Competitive Positioning
Executive Summary
Players and Packaging Manufacturers Innovate in Pack Types
Pack Size Change Driven by Consumer Needs
Government Promotions To Prevent Over-packaging and Packaging Redesign
Green Packaging at the Centre of Packaging Development
Closures Allow Convenience for Consumers
Key Trends and Developments
Consumer Preferences Drive Changes in Packaging
Growing Eco-friendly Awareness of Packaging
Promotion of Less Over-packaging Reduces Use of Secondary Packaging
Transition To Innovative Pack Types
Packaging Legislation
Green Packaging Promoted in 2014
Recycling and the Environment
Subsidy for Innovation in Recycling and Reuse
Table 1 Overview of Packaging Recycling and Recovery in Taiwan 2012/2013 and 2014 January to August
Packaging Design and Labelling
Grab and Go Packaging for Beverages
Colourful Shaped Bottles Draw Attention To Non-food Products
Less Use of Plastic in Food Packaging

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