

Steady as She Goes: Beverage Packaging Defies Economic Headwinds in Latin America

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Abstracts

In spite of recession in Brazil, the near breakdown of the Venezuelan economy and the introduction of a tax on carbonates in Mexico, the Latin American beverages packaging market returned to growth in 2015. demand for smaller packs and multipacks is on the rise, driven by urbanisation and shrinking household sizes, while wider prosperity has helped to shift demand from glass to rigid plastic and metal. However, demand for value-added packaging remains constrained by a lack of purchasing power.

Euromonitor International's Steady as She Goes: Beverage Packaging Defies Economic Headwinds in Latin America 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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