

# Thin Wall Plastic Containers: Functionality and Freshness a Key Recipe for Success

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## Abstracts

At 222 billion units in 2016, thin wall plastic container volumes are predicted to rise in global retail packaging by a CAGR of 2% to 2020. Aside from clear prospects for expansion as yoghurt, cheese and soft drinks sales rise in Asia Pacific and Latin America, the pack type also has much to offer brand owners across the world in creating a better consumer experience. Thin wall containers can be used for their portability as snacking grows, ease meal preparation and also convey product freshness...

Euromonitor International's Thin Wall Plastic Containers: Functionality and Freshness a Key Recipe for Success 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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