

Top Four Trends Shaping Global Consumer Packaging

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Abstracts

This briefing explores the key trends defining the future of the packaging industry. Costs are keenly in focus given the inflationary environment; right-pricing and right-sizing the retail pack are essential to balance consumer affordability with brand profitability. Digital's influence goes wide, from e-commerce to operating efficiencies to engaging with consumers. Sustainability remains the strongest and most enduring trend, underpinned by new regulatory interventions to mitigate climate risk.

Euromonitor International's Top Four Trends Shaping Global Consumer Packaging 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.

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