

WestRock in Packaging (World)

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Abstracts

WestRock is a major player in the paper packaging industry, with an emphasis on North America where the company generates 80% of its revenues. The on-going concerns surrounding plastic and the rise of internet retailing have benefited paper packaging. WestRock's acquisitions shows it understands the need to position itself in the growing e-commerce segment while working with clients to help them transition from plastic towards more sustainable packaging.

Euromonitor International's WestRock in Packaging (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Packaging industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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

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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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