

Global Highly Visible Packaging Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Packaging is one of the fastest growing industries that is in continuously changing according to demand from end users and consumers. Packaging not only represents the indent of a brand or company, but doubles as a means of offering consumers information and messages regarding various aspects of a product or brand. Highly visible packaging allows a company to differentiate its products from that of competitors in the market, and also helps to increase visibility owing to features such as attractiveness etc.

Scope of the Report:

This report studies the Highly Visible Packaging market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Highly Visible Packaging market by product type and applications/end industries.

The advantages offered by highly visible packaging are the main factors fueling demand for such products. This packaging enables efficient preservation and protection of products, besides offering convenience to customers to be able to make a purchase decision on the basis of what they see. This way, it not only helps customers in being selective, but also enables food production companies to maintain the competitive edge in the market. Conveying the proper information about products and legitimately communicating the brand image are some of the other main features that differentiate highly visible packaging from other types of packaging. These advantageous properties are the main factors expected to fuel growth of the highly visible packaging market in the near future.

Innovation in highly visible packaging technology and growing awareness among end-users are factors also significantly driving market growth and this market is expected to account for substantially high revenue growth over the forecast period.

However, relatively high capital expenditure of this type of packaging technology currently is resulting in hesitation among manufacturers to invest in setting up this technology. This factor is expected to act as a restraint for growth of the highly visible packaging market over the forecast period.

The global Highly Visible Packaging market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Highly Visible Packaging.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Amcor

Bemis

Sonoco Products

Anchor Packaging

Caraustar Industries

Creative Forming

Curwood

Drug Package

Eastman Chemical

Inline Plastics

Printpack

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Clamshell Packaging

Blister Pack

Shrink Wrap

Windowed Packaging

Plastic Container Packaging

Glass Container

Corrugated Box

Market Segment by Applications, can be divided into

Food & Beverage

Health Care

Manufacturing

Agriculture

Fashion and Apparels

Electronics and Appliances

Automotive

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