

# The 2023 Report on Soft Drink Packaging: World Market Segmentation by City

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## Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of soft drink packaging as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Alcoa, Allied Glass Containers, Alusa, Amcor Limited, Ampac Holdings, Amvig Holdings, AptarGroup, Ardagh Group, Ball Corporation, Bemis Company, BERICAP GmbH & Co KG, Berlin Packaging LLC, Bilcare, Br?drene Hartmann, Bway Holding Company, CAN-PACK, Capsule International, Carton Craft Corporation, Cenveo Packaging, CKS Packaging, Claranor, CMEAn Food Espa?a Sociedad Anonima., Colorpak, Consol Glass (PTY), Crown Holdings, DIS, Dongwon Systems, DS Smith, Dynapac Company, Encirc, Ltd., Essel Propack, Exal, Flint Group Germany GmbH, Fortress Global Enterprises, Fuji Seal International, Gamer Packaging, Inc., G-Box, SA de C.V., GEKA GmbH, Genpak, Gerber, Gerbo Cermex, Graham Packaging Company, Graphic Packaging Holding Company, Groupe Ecco Boites Pliantes Lt?e, Grupo Gondi, Guala Closures, Hanna Group Pty Ltd (Hannapak), Hindusthan National Glass & Industries, Illinois Tool Works, Innovia Films, Intertape Polymer Group, J.L. Clark, LLC, Janoschka, Junior Achievement (JA) of Georgia, Kaufman Container Company,

Kezzler, Kuantum Papers, Ltd., Latapack-Ball Embalagens, Letica, Lithocraft, Inc., Macfarlane Group, Manaksia, Master Kong, MeadWestvaco, Microsoft, Multi Packaging Solutions International, Ltd., National Carton and Coating Company, New Toyo International Holdings, Nongfu Spring, Norgraft Packaging, SA, Nuconic Packaging, ORG Technology, Owens-Illinois, Pacific Can China Holdings, Pactiv,, LLC, PepsiCo, Piramal Glass, Placon, Premier Tech Chronos, Pro-Pac Packaging, PSB Industries, PT Berlina Tbk, Refresco, Ltd., Rexam, Reynolds Group Holdings, Rhodius Mineralquellen, Richards Packaging Income Fund, RKW, Rock Tenn Company, Schoeller Allibert Group, Scholle IPN, Seydaco Packaging Corporation, SIG, Sks Bottle And Packaging, Inc., Sonoco Products, SP Fiber Holdings, Inc., Stora Enso, Superior Multi-Packaging, T+ink, Tat Seng Packaging Group, Tetra Laval, The Bryce Corporation, Toyo Seikan Group Holdings, TricorBraun, UFP Technologies, Vetropack Holding, Vidrala, W/S Packaging Group, Inc., and WestRock Company. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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