

# **Metal Packaging Market by Type (Cans, Caps & Closures, Barrels & Drums, & Others), Raw Material (Steel, Aluminum, & Others), & by Application (Food , Beverages, Healthcare, Personal Care & Others) - Trends and Forecast to 2020**

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## **Abstracts**

The demand for metal packing has increased significantly in recent times; particularly because of the increasing demand for packaged food. The tremendous increase in the consumption of canned food is the driving force of many countries and companies, especially in the emerging economies such as China and India.

Major metal packaging associations are focusing on spreading awareness about metal packaging, their benefits, and cost-effectiveness. The acquisitions helped companies to increase global reach, increase productivity by addition of new facilities attaining synergies to expand their businesses.

The bigger players in the market have a strong distribution network across the world and the financial strength to sustain them. The same cannot be said about new entrants in the market. For the metal packaging market, it is essential to have a strong distribution network to enable timely delivery of the product to customers whenever needed. New entrants find it difficult to compete against established players in this regard.

The key players adopted strategical growth strategies such as acquisitions and partnerships & agreements to increase their scope in the market. These companies aimed at strengthening their position in the developed markets of Europe and North America and on entering the emerging metal packaging markets of the Asia-Pacific region and the Middle East. They invested considerably to acquire metal packaging

businesses of local as well as established market players to reinforce their market position in the particular realm.

Increasing urbanized population, increasing consumption of canned food, and increasing demand for packaged food, drive the growth of the metal packaging market. There are certain factors prevailing in the market which hinder its growth such as a severe competition with paper and plastic packing, which is the biggest challenge faced by players in the market.

The global metal packaging market is marked with intense competition due to the presence of a large number of both big and small firms. New product launches, mergers & acquisitions, and partnerships and expansions are the key strategies adopted by market players to ensure their growth in the market. The key players in the market are the key players in the metal packaging market are Alcoa Incorporated (U.S.), Amcor Limited (Australia), Ardagh Group (Europe), Ball Corporation (U.S.), CPMC (China), Crown Holdings (Europe), Greif Incorporated (U.S.), Silgan Holdings (Connecticut, U.S.), Rexam Plc (U.K.), and Ton Yi Industrial (China). In this report, the global metal packaging market is segmented into type, application, material, and region.

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