

Global Beverage Can Market Report: 2014 Edition

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Abstracts

Packaging is one of the most crucial factors in any industry. Its key purpose is to protect the content it stores for distribution, storage, sale and use and also to enhance the visual and physical properties that make it stand out from the crowd, and connect with consumers, as part of the brand experience. The main objective of packaging is to glamorize the product in order to gain the customers attention. For many consumer goods, packaging is also an essential way of differentiating the product to attract consumers.

Beverage cans are a popular form of beverage packaging throughout the world. They are used for carbonated soft drinks, beers and other categories such as energy drinks, iced tea and a range of new drinks. They deliver benefits for brand owners and consumers alike. Beverage cans are also a key in helping to create sustainable supply chains as they are robust and light. Beverage cans and their parts are primarily made from aluminum and steel, and are usually offered in two and three piece varieties.

The key factors which are anticipated to drive beverage can market include factors like increased alumina and crude steel production, rising consumption levels of canned beverages, escalating consumer spending and income, continuously surging urban population and growing global economy. Some of the noteworthy developments of this industry include changing consumer behavior, increasing preference of aluminum, growing emerging market, among others. However, the growth of respective industry is hindered by the barrier for fluctuation in aluminum and steel prices, regulatory compliances and negative impact on environment.

This report offers a comprehensive analysis of the global beverage can industry, along with an in-depth study of the regional market including the US, China, Brazil and Europe. Furthermore, market dynamics such as key trends and development; and challenges are analyzed in depth. On the contention front, the global beverage can

market is reined by 3 major players namely, Rexam Plc, Ball Corporation and Crown holdings. The competitive landscape of the respective market, along with the company profiles of the leading players are also discussed in detail.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the market. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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