

Global Metal Packaging Industry: Focus on Beverage Can Market

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Abstracts

The global packaging industry has witnessed strong growth over the past few years, with packaging container sales accounting for the major part. Used in a wide range of industries across food and drink, healthcare, cosmetics and other consumer goods, packaging has become an essential everyday item, with its usage growing broadly in line with the global economy. Packaging growth is typically higher than GDP in emerging markets.

Changes in lifestyle, demographics and consumer habits influence packaging and overall consumption. Innovations in products and packaging are driving market growth in different geographic regions. Easy handling, longer shelf life, maintenance of carbonation etc are some other factors which are contributing in the growth of beverage can market. Beverage cans can remain cold for a longer duration and in addition to these, metals (aluminum and steel) are completely recyclable and are environment friendly which further boosts the growth of beverage can market. Convenience and innovative designs of the cans also attract the consumer.

Metal beverage cans are a versatile package that can help develop brands, extend markets, create special promotional opportunities. Further, the rising consumption trend of beer in Eastern Europe is also boosting the metal beverage can market. Aluminum as a metal for beverage cans is gaining global acceptance with worldwide production of aluminum beverage cans steadily increasing, growing by several billion cans a year. In the face of this rising demand, the future of the beverage can seems to lie in designs that save money and materials.

The report titled "Global Metal Packaging Industry: Focus on Beverage Can Market" offers an analysis of the global metal can market and assesses the market by

geography and also by segments. It analyzes the factors that are driving the growth of this industry. It also discusses the major market trends and challenges faced by the metal can packaging market. The report also presents the competitive structure of the industry and profiles major players in the metal packaging market including Rexam, Ball Corporation and Crown Holdings.

Further, we have predicted the future growth of the global metal can packaging market by combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings. We employed various significant variables that have an impact on this industry and created regression models with SPSS to determine the future direction of the industry.

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