

# Indian Packaging Industry: Focus on Cosmetics Packaging Market

<https://marketpublishers.com/r/I16AC649538EN.html>

Date: August 2012

Pages: 65

Price: US\$ 850.00 (Single User License)

ID: I16AC649538EN

## Abstracts

Packaging plays an inevitable role in all the industries globally as it is used widely in healthcare, beverages, food, cosmetics and other sectors. Various materials like flexible plastic, rigid plastics, paper and board, glass and metals are widely used for packaging.

The report focuses on cosmetic packaging industry in the context of Indian market. It discusses attributes of various packaging materials available and its suitability for packaging of a particular product. The report also discusses market trends and drivers of cosmetic packaging industry such as burgeoning middle class, high per capita income, increasing male grooming, etc. With increasing awareness of environmental issues, new technologies of packaging are being adopted and it is discussed in the report.

The report also analyzes the suitability of various materials for cosmetic packaging. This is in resonance with the characteristics of the product like chemical composition, longevity, etc. Also, various containers for cosmetics packaging are chosen based on convenience and composition of container. Packaging also acts as a tool for product differentiation and has been increasingly used by marketers for making their product stand out of the crowd.

The report titled “Indian Packaging Industry: Focus on Cosmetics Packaging Market” provides an overall analysis of the Indian cosmetic packaging market – its sizing, growth, segmentation, packaging materials and also the dynamics of the industry and the factors driving growth of the industry. It also presents the competitive structure of the industry and profiles major players in the market like Essel Propack, Amcor and UFLEX, with a discussion of their key business strategies, revenue analysis and product portfolio.

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