

Dairy Packaging in France

Market Direction | 2023-09-20 | 9 pages | Euromonitor

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Report description:

For butter and spreads thin wall plastic containers and flexible aluminium/paper were the most prominent pack types in 2022. Flexible aluminium/paper is popular for helping to prevent undesired outside contaminants, smells or odours penetrating the butter or spread, thereby preserving its taste and texture. Top French brands such as President Beurre or Elle & Vire as well as Leclerc's private label mainly use flexible aluminium/paper for packaging their butter and spreads as it is waterproof and...

Euromonitor International's Dairy Packaging in France report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dairy Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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DAIRY PACKAGING IN FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible aluminium/paper a popular pack type in butter and spreads

Flexible plastic is the primary pack type for cheese as it is cost-effective

Ease of use a driving factor for dairy packaging solutions

PROSPECTS AND OPPORTUNITIES

Health and wellness and sustainability expected to continue gaining strength in France

Yoghurt brands focusing on PET bottles due to their durability

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