

## **Glass Packaging in Western Europe**

Global Strategy | 2024-10-07 | 64 pages | Euromonitor

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### **Report description:**

While glass accounts for only around a tenth of overall packaging unit volumes in Western Europe, it is responsible for 70% of alcoholic drinks packaging. Glass bottles make up two thirds of beer packaging and dominate in wine and spirits. While glass continues to lose share to other pack types, including metal beverage cans and rigid plastic, the recyclable and often premium nature of glass will help to broadly maintain its usage levels.

Euromonitor International's Glass Packaging in Western Europe global briefing offers an insight into to the size and shape of the packaging market, highlights the effect of emerging geographies, categories and consumer trends on the packaging landscape. It identifies the leading pack types, offers strategic analysis of key factors influencing the packaging market - be they packaging innovations, consumption growth, category switching, economic/lifestyle influences, legislation or environmental issues. Forecasts illustrate how the market is set to change and criteria for success.

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

Why buy this report?

- \* Get a detailed picture of the 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.

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