

Retail Ready Packaging (RRP) 2017 Global Market Expected To Grow At CAGR 3.91 And Forecast To 2019

The analysts forecast the global retail ready packaging Market to grow at a CAGR of 3.91% over the period 2014-2019.

PUNE, INDIA, January 20, 2017 /EINPresswire.com/ -- [Global Retail Ready Packaging \(RRP\) Market](#)

Retail ready packaging (RRP) is used to package consumer products such as food and beverages. It refers to the packaging in a ready-to-sell form. It eliminates the need for packing and repacking the product before being placed on the shelf of a retail outlet. This solution is designed for quick and efficient replenishment of stocks, to improve supply chain efficiency and reduce costs for retailers, and to ensure effective product handling. It is also designed to increase brand awareness and visibility of products. This ensures production recognition and, thereby enhances the shopping experience of customers. Overall, RRP is designed to adhere to certain conditions or functional requirements, commonly known as the "Five Easies." It must be easy to identify, open, replenish, shop, and dispose of for the packaging to be called RRP.

Covered in this report

This report covers the present scenario and the growth prospects of the global retail ready packaging market for the period 2015-2019. To calculate the market size, the report has taken into consideration revenue generated from the sales of RRP products. It also includes the market size in terms of shipment in million tons. The report includes market segmentation based on type and end-users.

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On the basis of type, the global RRP market can be segmented as follows:

- Die-cut display boxes
- Plastic RRP
- Shrink-wrapped trays
- Modified cases
- Others

Based on end-users, the global RRP market can also be segmented into the following:

- Food industry
- Beverage industry
- Non-food industry

The Global Retail Ready Packaging Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the Americas, and the EMEA and APAC; it also covers the global retail ready packaging market landscape and its growth prospects in the coming years. It presents the vendor landscape and a corresponding detailed analysis of the four major vendors in the global RRP market in 2014. It also discusses the major drivers that influence the growth of the market and summarizes the challenges faced by the vendors and the

market at large, as well as the key trends emerging in the market.

Key regions

- Americas
- APAC
- Europe
- MEA

Key vendors

- Amcor
- DS Smith
- Mondi Group
- Smurfit Kappa Group

Other prominent vendors

- Caps Cases
- Creative Corrugated Designs
- ETT Verpackungstechnik
- i2i Europe
- Industrial Packaging
- Linpac Packaging
- Mayr-Melnhof Karton
- Model Management
- Polymer Logistics
- RFC Container Company
- Robert Bosch

Market driver

- Brand identity
- For a full, detailed list, view our report

Market challenge

- Increased cost of packaging
- For a full, detailed list, view our report

Market trend

- Increased use of RRP as a marketing tool
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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