

PET Outlook : Innovation as Growth Engine in Europe Market 2017 Market Dynamics, Growth Analysis and Forecast 2022

This report covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies

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In Europe, [PET bottles](#) are expected to overcome difficulties pertaining to tight economic conditions. As well as having a key position in bottled water, PET is also set to expand across most soft drinks categories. Rising concerns over sugar intake will however encourage European consumers to seek products with greater health credentials. Innovation that meets changing consumer demand will be key for PET to keep its leading position in soft drinks and expand in dairy and newer markets.

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OVERVIEW

PET BOTTLES TO MAINTAIN GROWTH IN EUROPE DESPITE CHALLENGING ECONOMIC CONDITIONS

Retail sales of PET bottles went up by 1% in Europe in 2015. Although characterised by an ageing population, uncertain economic growth and high market maturity, the region still boasts growth for PET to 2019. European consumers will continue to buy soft drinks, oils and drinking milk products in PET bottles.

BEVERAGE CANS AND GLASS BOTTLES TO FURTHER COMPETE WITH PET IN SOFT DRINKS

While unrivalled in bottled water, PET faces competition from metal beverage cans and glass bottles in carbonates. In the tough carbonates category, shaped beverage cans are picking up pace while glass helps premium brands convey origin and heritage. Liquid cartons will also be dynamic although mainly confined to juice.

THE SUGAR DEBATE IS ENCOURAGING PACK DOWNSIZING FOR GREATER PORTION CONTROL

A general “war on sugar” is causing European consumers to shift towards drinks with a healthier

perception, particularly benefiting bottled water. Rising health concerns are also favouring the growth of smaller pack sizes in soft drinks. Still water brand owners are increasingly targeting children with PET bottles in sizes 250ml and 330ml.

PET CAN ADDRESS DEMAND FOR MORE PREMIUM PRODUCTS IN JUICE

European shoppers also seek greater quality products in juice. Alongside the appeal of natural ingredients, small, portable pack formats that are easy to carry around as well as have higher shelf impact through pack shaping, look to be promising for PET in this category.

DAIRY OFFERS DYNAMIC GROWTH PROSPECTS FOR PET AS BRANDS NEED TO STAND OUT

In dairy, PET will further help manufacturers of drinking milk products stand out and convey greater product freshness. As well as competing against liquid cartons and HDPE bottles, PET will also gain presence over the common flexible plastic alternative for fresh milk in Eastern Europe.

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Robust growth ahead for PET within global retail packaging arena

PET holds a winning position against glass and beverage cans

China a powerhouse for global packaging demand

Developing world turns to PET bottles amid concerns over tap water

Europe: A slow but reliable growth engine

Food and beverages paramount to PET expansion in Europe

PET OUTLOOK IN EUROPE

PET tops European soft drinks but challenged by cans and glass

Europeans still demand bottled water ; key growth outlook for PET

Convenience and health to fuel shift to smaller water bottles

2015 PET launches for bottled water of smaller sizes

Packaging personalisation helps sustain carbonates consumption

Pack type competition in carbonates remains fierce in Europe

In juice , “war on sugar” favours small , higher-end drinks

Juice in PET can meet both portioning and premium needs

Expanding presence in energy drinks ; UK a major boost to PET

PET helps refresh the dairy aisles in Eastern Europe

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