



Cold Drinks Packaging Market 2017 Global Analysis, Opportunities and Forecast to 2022

WiseGuyReports.com adds Exclusive Research on "Adding Value Through Packaging: Cold Drinks" reports to its database

PUNE, INDIA, July 11, 2017 /EINPresswire.com/ -- Pune, India, 11th July 2017: WiseGuyReports announced addition of new report, titled "Adding Value Through Packaging: Cold Drinks".

Summary

"Adding Value Through Packaging: Cold Drinks" explores new packaging formats and value-added features in the cold drinks category, using examples from Pack-Track innovation tool.

This case study describes how the cold drinks market is quite saturated, with relatively limited space for new product launches. In order to take market share from competitors, manufacturers use varying and sometimes unconventional methods to provide new value. Packaging is essential as it is a key element that can provide differentiation and important added benefits. Therefore, elements such as adapting to consumers' lifestyles or launching small and portable packs can make a difference in the category.

GET SAMPLE REPORT @ <https://www.wiseguyreports.com/sample-request/1015965-adding-value-through-packaging-cold-drinks>

Key Questions Answered

- What drives packaging innovations in cold drinks?
- What notable new formats and value-added features have been introduced in the cold drinks category in recent years?
- Which consumer trends have these packaging innovations capitalized on?
- How can cold drinks manufacturers use packaging to stay ahead of the game in a crowded marketplace?

Scope

- Manufacturers have started to adjust their packs to suit the different lifestyles of consumers. Enhanced functionality, dispensing solutions allowing easy and clean consumption on the go, and adaptable packaging encouraging interaction across all ages are some clearly noticeable trends.
- Digital lifestyles and the fact that consumers use smartphones to interact with the world make augmented reality more and more popular.
- Small and nicely designed packaging for singles is also on the rise.
- Shocking, cute, or unexpected bottle shapes are equally perceived as effective by some brands.
- A trend to launch authentic raw packaging produced with minimal environmental impact is also visible.

Reasons to buy

- Use Added Value Through Packaging reports to inspire innovation.
- Understand the relevant consumer trends that drive and support innovation so you can tap into what is really impacting the industry.

- Appreciate the importance of the sensory element of packaging in the overall consumer experience of a product and how this can help to drive brand loyalty.

Table of Content: Key Points

Executive Summary

Adding Value Through Packaging: Opportunities

Adding Value Through Packaging: Spotlight

Adding Value Through Packaging: Examples We Like

Adding Value Through Packaging: TrendSights

Appendix

...Continued

ACCESS REPORT @ <https://www.wiseguyreports.com/reports/1015965-adding-value-through-packaging-cold-drinks>

For accessing accurate and deep understanding and to gain latest insights and key developments in the area of your interest, we also have a list of conferences in which you will be interested in, for more information, cordially check:

<https://www.wiseguyreports.com/conferences>

Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.