

Graphic Packaging Holding Company in Packaging (World) - SWOT Analysis, Size, Share, Growth, Trends, Forecast 2017-2022

WiseGuyReports.com adds "Graphic Packaging Holding Company in Packaging Market 2017 Global Analysis Research Report Forecasting to 2022" reports to its database.

PUNE, INDIA, November 10, 2017
/EINPresswire.com/ -- [Graphic Packaging Holding Company in Packaging Market:](#)

Executive Summary

Graphic Packaging is one of the world's largest producers of folding cartons, catering for a wide range of products primarily within the food and drinks industries. While consolidating its position in the US, its domestic market, the company continues to expand its international reach, recently acquiring companies in Australia, New Zealand and Mexico. This profile analyses the challenges the company faces, as well as examining opportunities for further expansion.

Graphic Packaging Holding Company in Packaging (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Packaging industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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

Graphic Packaging Holding Co delivers a detailed strategic analysis of the company's business, examining its performance in the Packaging market and the global economy.

Company and market share data provide a detailed look at the financial position of Graphic Packaging Holding Co, while in-depth qualitative analysis will help you understand the brand strategy and growth prospects of Graphic Packaging Holding Co.

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Graphic Packaging Holding Company in Packaging (World)

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THIS REPORT EXAMINES:

Company share by region and sector

Brand portfolio

New product developments

Marketing and distribution strategies

A detailed SWOT analysis of Graphic Packaging Holding Co provides strategic intelligence on:

Strengths and weaknesses

Category and country opportunities for growth

Challenges and threats from current competition and future prospects

Global and regional market positions

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.

For further information on this report, visit - <https://www.wiseguyreports.com/enquiry/2476719-graphic-packaging-holding-company-in-packaging-world>

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Financial performance 2016

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Food mainly come in flexible packaging

Good prospects for folding carton in emerging markets

The US leads the way in multipacks in beverages

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Key growth categories for cartons include hot drinks and oral care

Folding cartons in hot drinks to grow by over 2 billion units by 2020

Premiumisation steers folding carton growth in spirits and wine

Developing markets to drive folding carton in toothpaste

Slow growth for folding carton in the US food market...

... but prospects can still be found in convenience categories

Multipacks gain from growing bottled water consumption in the US

In Western Europe, Italy, France and Turkey to lead volume growth

Asia and Africa to drive volume growth of folding carton in food

China, Indonesia and India to lead growth opportunities in drinks

Australasia: Convenience and health drive paper-based packaging

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Focus on product and regional expansion

Continuous...

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Norah Trent

WiseGuy Research Consultants Pvt. Ltd.

+1 646 845 9349 / +44 208 133 9349

email us here

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