Metal Packaging Market by Type, Raw Material, & by Application - Trends and Forecast to 2020

Description:

Metal Packaging Market by Type (Cans, Caps & Closures, Barrels & Drums, & Others), Raw Material (Steel, Aluminum, & Others), & by Application (Food, Beverages, Healthcare, Personal Care & Others) - Trends and Forecast to 2020.

The demand for metal packing has increased significantly in recent times; particularly because of the increasing demand for packaged food. The tremendous increase in the consumption of canned food is the driving force of many countries and companies, especially in the emerging economies such as China and India.

Major metal packaging associations are focusing on spreading awareness about metal packaging, their benefits, and cost-effectiveness. The acquisitions helped companies to increase global reach, increase productivity by addition of new facilities attaining synergies to expand their businesses.

The bigger players in the market have a strong distribution network across the world and the financial strength to sustain them. The same cannot be said about new entrants in the market. For the metal packaging market, it is essential to have a strong distribution network to enable timely delivery of the product to customers whenever needed. New entrants find it difficult to compete against established players in this regard.

The key players adopted strategical growth strategies such as acquisitions and partnerships & agreements to increase their scope in the market. These companies aimed at strengthening their position in the developed markets of Europe and North America and on entering the emerging metal packaging markets of the Asia-Pacific region and the Middle East. They invested considerably to acquire metal packaging businesses of local as well as established market players to reinforce their market position in the particular realm.

Increasing urbanized population, increasing consumption of canned food, and increasing demand for packaged food, drive the growth of the metal packaging market. There are certain factors prevailing in the market which hinder its growth such as a severe competition with paper and plastic packing, which is the biggest challenge faced by players in the market.

The global metal packaging market is marked with intense competition due to the presence of a large number of both big and small firms. New product launches, mergers & acquisitions, and partnerships and expansions are the key strategies adopted by market players to ensure their growth in the market. The key players in the market are the key players in the metal packaging market are Alcoa Incorporated (U.S.), Amcor Limited (Australia), Ardagh Group (Europe), Ball Corporation (U.S.), CPMC (China), Crown Holdings (Europe), Greif Incorporated (U.S.), Silgan Holdings (Connecticut, U.S.), Rexam Plc (U.K.), and Ton Yi Industrial (China).

In this report, the global metal packaging market is segmented into type, application, material, and region.

Contents:

1 Introduction
   1.1 Objectives Of The Study
1.2 Market Definition
1.3 Study Scope
   1.3.1 Markets Covered
   1.3.2 Years Considered For The Study
1.4 Currency
1.5 Limitations
1.6 Stakeholders

2 Research Methodology
   2.1 Research Data
      2.1.1 Secondary Data
      2.1.1.1 Key Data From Secondary Sources
2.1.2 Primary Data
2.1.2.1 Key Data From Primary Sources
2.1.2.2 Breakdown Of Primary Interviews
2.2 Demand-Side Analysis
2.2.1 Increasing Population
2.2.2 Increasing Expenditure
2.3 Market Size Estimation
2.4 Market Breakdown And Data Triangulation
2.5 Market Share Estimation
2.6 Research Assumptions And Limitations
2.6.1 Assumptions
2.6.2 Limitations

3 Executive Summary

4 Premium Insights
4.1 India & China: Fastest Growing Markets In The Coming Years For The Metal Packaging Market
4.2 Cans Segment Would Lead The Metal Packaging Market In 2015
4.3 Markets In Japan & China Captured Largest Share In The Emerging Asia-Pacific Market In 2014
4.4 Asia-Pacific & North America Will Be Prime Revenue Generators For The Metal Packaging Market By 2020
4.5 Metal Packaging Market: Developed Vs. Developing Nations
4.6 Metal Packaging Market Size, By Application, 2020
4.7 Lifecycle Analysis, By Region

5 Market Overview
5.1 Introduction
5.2 Market Evolution
5.3 Market Segmentation
5.3.1 By Type
5.3.2 By Raw Material
5.3.3 By Application
5.3.4 By Region
5.4 Market Dynamics
5.4.1 Drivers
5.4.1.1 Increasing Urbanized Population
5.4.1.2 Rising Demand For Packaged Food
5.4.1.3 Rising Demand For Aerosol Products
5.4.1.4 Increasing Consumption Of Canned Food
5.4.1.5 Recyclability Of Steel And Aluminium
5.4.2 Restraint
5.4.2.1 Introduction Of Pet Bottles
5.4.3 Opportunities
5.4.3.1 Growing Food Market
5.4.3.2 Growing Beverages Market
5.4.4 Challenges
5.4.4.1 Competition From Plastic Packaging

6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Porter'S Five Forces Analysis
6.3.1 Threat Of New Entrants
6.3.1.1 High Capital Requirement
6.3.1.2 High Product Differentiation Requirement
6.3.2 Threat Of Substitutes
6.3.2.1 Availability Of Plastic And Glass
6.3.3 Bargaining Power Of Suppliers
6.3.3.1 Few And Large Suppliers
6.3.4 Bargaining Power Of Buyers
6.3.4.1 Ability Of Buyers To Integrate Backwards
6.3.5 Intensity Of Competitive Rivalry
6.3.5.1 Excess Capacity
7 Metal Packaging Market, By Type
7.1 Introduction
7.2 Cans
7.2.1 Cans In Metal Packaging Market, By Application
7.2.1.1 Beverage Application Has Largest Share In Can Type Market
7.2.2 Cans In Metal Packaging Market, By Region
7.2.2.1 Asia-Pacific Region Has The Largest Can Market
7.3 Caps & Closures
7.3.1 Caps & Closures Market, By Application
7.3.1.1 Innovations And Inclination Towards Convenient Packaging Are Main Drivers Of Caps & Closures Market
7.3.2 Caps & Closures Market, By Region
7.3.2.1 Asia-Pacific Region Is The Fastest Growing Beckoned By Developing Nations Like India, And China
7.4 Barrels & Drums
7.4.1 Barrels & Drums In Metal Packaging Market, By Application
7.4.1.1 Food Application Accounted For The Largest Share In The Barrels & Drums Type
7.4.2 Barrels & Drums In Metal Packaging Market, By Region
7.4.2.1 Asia-Pacific Accounted For The Largest Share In The Barrels & Drums Metal Packaging Type
7.5 Others
7.5.1 Others In Metal Packaging Market, By Application
7.5.1.1 Food Application Accounted For The Largest Share In The Others Metal Packaging Type
7.5.2 Others In Metal Packaging Market, By Region
7.5.2.1 North America Accounted For The Largest Share In Other Metal Packaging Application

8 Metal Packaging Market, By Material
8.1 Introduction
8.2 Aluminum
8.2.1 Aluminum In Metal Packaging Market, By Application
8.2.1.1 Food Industry Are Increasingly Adopting Aluminum As Metal Packaging Solutions
8.2.2 Aluminum In Metal Packaging Market, By Region
8.2.2.1 North America Is Projected To Grow At The Highest Cagr In The Aluminum Segment
8.3 Steel
8.3.1 Steel In Metal Packaging Market, By Application:
8.3.1.1 Growing Demand Of Tin-Plate Is Driving The Growth Of The Steel Market
8.3.2 Steel In Metal Packaging Market, By Region
8.3.2.1 North America Dominated The Steel Segment In The Metal Packaging Market
8.4 Others
8.4.1 Others In Metal Packaging Market, By Application
8.4.1.1 Food And Beverage Are Growing At A Healthy Cagr In The Others Metal Packaging Material Market
8.4.2 Others In Metal Packaging Market, By Region
8.4.2.1 North America Dominates The Others Metal Packaging Market

9 Metal Packaging Market, By Application
9.1 Introduction
9.2 Food
9.2.1 Metal Packaging In Food Market, By Type
9.2.1.1 Can Type Is Projected To Grow At The Highest Cagr In The Food Application
9.2.2 Metal Packaging In Food Market, By Material
9.2.2.1 Aluminum Accounted For The Largest Share In The Food Application
9.2.3 Metal Packaging In Food Market, By Region
9.2.3.1 North America And Asia-Pacific Are Growing At Highest Cagr In The Food Application
9.3 Beverage
9.3.1 Metal Packaging In Beverage Market, By Type
9.3.1.1 Caps & Closures Type Is Expected To Grow At The Second Highest Cagr In The Beverage Application
9.3.2 Metal Packaging In Beverage Market, By Material
9.3.2.1 Aluminum Is The Most Preferred Raw Material In The Beverage Application
9.3.3 Metal Packaging In Beverage Market, By Region
9.3.3.1 Asia-Pacific Is The Dominant Region As Far As The Beverage Market Metal Packaging Segment

9.4 Healthcare
9.4.1 Metal Packaging In Healthcare Market, By Type
9.4.1.1 Cans Type Is Projected To Grow At The Highest Cagr In The Healthcare Application
9.4.2 Healthcare Metal Packaging Market, By Material
9.4.2.1 Steel Accounted For The Second Largest Share In The Healthcare Application
9.4.3 Metal Packaging In Healthcare Market, By Region
9.4.3.1 North America Is Growing At The Highest Cagr In The Healthcare Application

9.5 Personal Care
9.5.1 Metal Packaging In Personal Care Market, By Type
9.5.1.1 Caps & Closures Is Projected To Grow At The Second Highest Cagr In The Personal Care Application
9.5.2 Metal Packaging In Personal Care Market, By Material
9.5.2.1 Steel Is The Most Preferred Raw Material In The Personal Care Application
9.5.3 Metal Packaging In Personal Care Market, By Region
9.5.3.1 Row Is The Second Largest Region As Far The Personal Care Metal Packaging Application Segment

9.6 Others
9.6.1 Others Metal Packaging Market, By Type
9.6.1.1 Cans Is The Expected To Grow At The Highest Cagr In The Others Application
9.6.2 Metal Packaging In Others Market, By Material
9.6.2.1 Steel Accounted For The Second Largest Share In The Others Application
9.6.3 Others Metal Packaging Market, By Region
9.6.3.1 North America Is Growing At The Highest Cagr In The Others Application

10 Metal Packaging, By Region
10.1 Introduction
10.1.1 Metal Packaging Is Projected To Grow At A Healthy Cagr During The Forecast Period
10.2 Asia-Pacific
10.2.1 China
10.2.1.1 China Metal Packaging Market, By Type
10.2.1.1.1 Cans Segment Is The Dominating Metal Packaging Type In China
10.2.1.2 China Metal Packaging Market, By Application
10.2.1.2.1 The Growing Demand For Canned Food And Beverages Are Driving Food Segment Application
10.2.2 India
10.2.2.1 India Metal Packaging Market, By Type
10.2.2.1.1 Cans Segment Is Projected To Grow At A Highest Cagr By 2020, In India
10.2.2.2 India Metal Packaging Market, By Application
10.2.2.2.1 The Food Segment Is Dominating In India, At A Healthy Cagr%
10.2.3 Japan
10.2.3.1 Japan Metal Packaging Market, By Type
10.2.3.1.1 The Rising Demand For Canned Sea-Food Is Driving The Cans Segment
10.2.3.2 Japan Metal Packaging Market, By Application
10.2.3.2.1 The Food And Beverages Segments Are Dominating In Japan
10.2.4 Australia
10.2.4.1 Australia Metal Packaging Market, By Type
10.2.4.1.1 The Rising Demand For Canned Food Is Driving The Cans Segment
10.2.4.2 Australia Metal Packaging Market, By Application
10.2.4.2.1 The Demand For Food Segment Is Estimated To Increase Over The Projected Period
10.2.5 Rest Of Asia-Pacific
10.2.5.1 Rest Of Asia-Pacific: Metal Packaging Market, By Type
10.2.5.1.1 The Rising Demand For Canned Food Is Driving The Cans Segment
10.2.5.2 Asia-Pacific Metal Packaging Market, By Application
10.2.5.2.1 The Rising Demand For Canned Food Is Driving The Food Segment

10.3 Europe
10.3.1 Germany
10.3.1.1 Germany Metal Packaging Market, By Type
10.3.1.1.1 The Cans Segment Is Largest In Germany
10.3.1.2 Germany Metal Packaging Market, By Application
10.3.1.2.1 The Rising Demand For Alcohol Is Driving The Segment

10.3.2 U.K.
10.3.2.1 U.K. Metal Packaging Market, By Type
10.3.2.1.1 The Increasing Alcohol Consumption Is Driving Cans Segment In U.K.
10.3.2.2 U.K. Metal Packaging Market, By Application
10.3.2.2.1 The Increasing Demand For Canned Food Is Driving Food Segment In U.K.

10.3.3 Italy
10.3.3.1 Italy Metal Packaging Market, By Type
10.3.3.1.1 Cans Segment Is The Largest Segment In Italy
10.3.3.2 Italy Metal Packaging Market, By Application
10.3.3.2.1 Cans Segment Is The Largest Segment In Italy

10.3.4 France
10.3.4.1 France Metal Packaging Market, By Type
10.3.4.1.1 Rising Demand For Canned Vegetables And Foods Is Driving Cans Segment In France
10.3.4.2 France Metal Packaging Market, By Application
10.3.4.2.1 Food Segment Is The Largest Segment In France

10.3.5 Rest Of Europe
10.3.5.1 Rest Of Europe Metal Packaging Market, By Type
10.3.5.1.1 Cans Is The Largest Segment In Rest Of Europe
10.3.5.2 Rest Of Europe Metal Packaging Market, By Application
10.3.5.2.1 Food Segment Is The Largest Segment In Rest Of Europe

10.4 North America
10.4.1 U.S.
10.4.1.1 U.S. Metal Packaging Market, By Type
10.4.1.1.1 Cans Segment Is The Largest Segment In U.S.
10.4.1.2 U.S. Metal Packaging Market, By Application
10.4.1.2.1 Increased Demand In Canned Food Is Driving U.S. Market

10.4.2 Canada
10.4.2.1 Canada Metal Packaging Market, By Type
10.4.2.1.1 Cans Is The Largest Segment In Canada
10.4.2.2 Canada Metal Packaging Market, By Application
10.4.2.2.1 Cans Is The Largest Segment In Canada

10.4.3 Mexico
10.4.3.1 Mexico Metal Packaging Market, By Type
10.4.3.1.1 Cans Segment Is Projected To Be The Largest Market By 2020
10.4.3.2 Mexico Metal Packaging Market, By Application
10.4.3.2.1 Food Segment Is The Largest Market In Mexico

10.5 Rest Of The World (Row)
10.5.1 Latin America
10.5.1.1 Latin America Metal Packaging Market, By Type
10.5.1.1.1 Cans Segment Is Projected To Be The Largest Market By 2020
10.5.1.2 Latin America Metal Packaging Market, By Application
10.5.1.2.1 Food Segment Is Projected To Be The Largest Market By 2020

10.5.2 The Middle East
10.5.2.1 The Middle East Metal Packaging Market, By Type
10.5.2.1.1 The Rising Demand Of Canned Foods And Aerosol Products Are Driving The Middle East Market
10.5.2.2 The Middle East Metal Packaging Market, By Application
10.5.2.2.1 Food Segment Is Projected To Be The Largest Market By 2020 In The Middle East

10.5.3 Others In Row
10.5.3.1 Others In Row Metal Packaging Market, By Type
10.5.3.1.1 The Canned Foods And Vegetables Is Driving The Others
10.5.3.2 The Others In Row Metal Packaging Market, By Application

10.5.3.2.1 Food Segment Is The Largest Market In The Others In Row

11 Competitive Landscape
11.1 Overview
11.2 Market Share Analysis
11.3 Competitive Situation & Trends
11.4 Mergers & Acquisitions
11.5 New Product Launches
11.6 New Capacity
11.7 Divestitures

12 Company Profiles
(Company At A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)*
12.1 Introduction
12.2 Alcoa Incorporated
12.3 Amcor Limited
12.4 Ardagh Group
12.5 Ball Corporation
12.6 Crown Holdings, Incorporated
12.7 Bway Corporation
12.8 Cpmc Holdings Limited
12.9 Greif Incorporated
12.10 Rexam Plc
12.11 Silgan Holdings, Incorporated
12.12 Ton Yi Industrial Corporation
*Details On Company At A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments Might Not Be Captured In Case Of Unlisted Companies.

13 Appendix
13.1 Insights Of Industry Experts
13.2 Discussion Guide
13.3 Introducing Rt: Real Time Market Intelligence
13.4 Available Customizations
13.5 Related Reports

List Of Tables
Table 1 Regional Urbanization Prospects
Table 2 Increasing Urbanization, Demand For Packaged Food & Aerosol Products, Consumption Of Canned Food, And Recycling Rate Are Propelling The Growth Of The Metal Packaging Market
Table 3 Introduction Of Pet Bottles Restrain Market Growth
Table 4 Growing Food & Beverages Markets Are Opportunities For The Metal Packaging Market
Table 5 Facing Competition From Plastic Packaging
Table 6 Metal Packaging Market Size, By Type, 2013-2020 (Kilo Tons)
Table 7 Metal Packaging Market Size, By Type, 2013-2020 ($Billion)
Table 8 Cans In Metal Packaging Market Size, By Application, 2013-2020 (Kilo Tons)
Table 9 Cans In Metal Packaging Market Size, By Application, 2013-2020 ($Billion)
Table 10 Cans In Metal Packaging Market, By Region, 2013-2020 (Kilo Tons)
Table 11 Cans In Metal Packaging Market Size, By Region, 2013-2020 ($Billion)
Table 12 Caps & Closures Market Size, By Application, 2013-2020 (Kilo Tons)
Table 13 Caps & Closure Market Size, By Application, 2013-2020 ($Billion)
Table 14 Caps & Closures Market, By Region, 2013-2020 (Kilo Tons)
Table 15 Caps & Closure Market Size, By Region, 2013-2020 ($Billion)
Table 16 Barrels & Drums In Metal Packaging Market Size, By Application, 2013-2020 (Kilo Tons)
Table 17 Barrels & Drums Market Size, By Application, 2013-2020 ($Billion)
Table 18 Barrels & Drums In Metal Packaging Market, By Region, 2013-2020 (Kilo Tons)
Table 107 Europe Metal Packaging Market Size, By Material, 2013-2020 (Kilo Tons)
Table 108 Europe: Metal Packaging Market Size, By Material, 2013-2020 ($Billion)
Table 109 Germany Metal Packaging Market Size, By Type, 2013-2020 (Kilo Tons)
Table 110 Germany Metal Packaging Market Size, By Type, 2013-2020 ($Billion)
Table 111 Germany Metal Packaging Market Size, By Application, 2013-2020 (Kilo Tons)
Table 112 Germany Metal Packaging Market Size, By Application, 2013-2020 ($Billion)
Table 113 U.K. Metal Packaging Market Size, By Type, 2013-2020 (Kilo Tons)
Table 114 U.K. Metal Packaging Market Size, By Type, 2013-2020 ($Billion)
Table 115 U.K. Metal Packaging Market Size, By Application, 2013-2020 (Kilo Tons)
Table 116 U.K. Metal Packaging Market Size, By Application, 2013-2020 ($Billion)
Table 117 Italy Metal Packaging Market Size, By Type, 2013-2020 (Kilo Tons)
Table 118 Italy: Metal Packaging Market Size, By Type, 2013-2020 ($Billion)
Table 119 Italy: Metal Packaging Market Size, By Application, 2013-2020 (Kilo Tons)
Table 120 Italy: Metal Packaging Market Size, By Application, 2013-2020 ($Billion)
Table 121 France Metal Packaging Market Size, By Type, 2013-2020 (Kilo Tons)
Table 122 France Metal Packaging Market Size, By Type, 2013-2020 ($Billion)
Table 123 France Metal Packaging Market Size, By Application, 2013-2020 (Kilo Tons)
Table 124 France: Metal Packaging Market Size, By Application, 2013-2020 ($Billion)
Table 125 Rest Of Europe Metal Packaging Market Size, By Type, 2013-2020 (Kilo Tons)
Table 126 Rest Of Europe Metal Packaging Market Size, By Type, 2013-2020 ($Billion)
Table 127 Rest Of Europe Metal Packaging Market Size, By Application, 2013-2020 (Kilo Tons)
Table 128 Rest Of Europe Metal Packaging Market Size, By Application, 2013-2020 ($Billion)
Table 129 North America Metal Packaging Market Size, By Country, 2013-2020 (Kilo Tons)
Table 130 North America Metal Packaging Market Size, By Country, 2013-2020 ($Billion)
Table 131 North America Metal Packaging Market Size, By Type, 2013-2020 (Kilo Tons)
Table 132 North America Metal Packaging Market Size, By Type, 2013-2020 ($Billion)
Table 133 North America Metal Packaging Market Size, By Application, 2013-2020 (Kilo Tons)
Table 134 North America Metal Packaging Market Size, By Application, 2013-2020 ($Billion)
Table 135 North America Metal Packaging Size, By Material, 2013-2020 (Kilo Tons)
Table 136 North America Metal Packaging Size, By Material, 2013-2020 ($Billion)
Table 137 U.S. Metal Packaging Size, By Type, 2013-2020 (Kilo Tons)
Table 138 U.S. Metal Packaging Size, By Type, 2013-2020 ($Billion)
Table 139 U.S. Metal Packaging Size, By Application, 2013-2020 (Kilo Tons)
Table 140 U.S. Metal Packaging Size, By Application, 2013-2020 ($Billion)
Table 141 Canada Metal Packaging Size, By Type, 2013-2020 (Kilo Tons)
Table 142 Canada Metal Packaging Size, By Type, 2013-2020 ($Billion)
Table 143 Canada Metal Packaging Size, By Application, 2013-2020 (Kilo Tons)
Table 144 Canada Metal Packaging Size, By Application, 2013-2020 ($Billion)
Table 145 Mexico Metal Packaging Size, By Type, 2013-2020 (Kilo Tons)
Table 146 Mexico Metal Packaging Size, By Type, 2013-2020 ($Billion)
Table 147 Mexico Metal Packaging Size, By Application, 2013-2020 (Kilo Tons)
Table 148 Mexico Metal Packaging Size, By Application, 2013-2020 ($Billion)
Table 149 Row: Metal Packaging Size, By Country, 2013-2020 (Kilo Tons)
Table 150 Row Metal Packaging Size, By Country, 2013-2020 ($Billion)
Table 151 Row Metal Packaging Size, By Type, 2013-2020 (Kilo Tons)
Table 152 Row Metal Packaging Size, By Type, 2013-2020 ($Billion)
Table 153 Row Metal Packaging Size, By Application, 2013-2020 (Kilo Tons)
Table 154 Row Metal Packaging Size, By Application, 2013-2020 ($Billion)
Table 155 Row Metal Packaging Market Size, By Material, 2013-2020 (Kilo Tons)
Table 156 Row Metal Packaging Market Size, By Material, 2013-2020 ($Billion)
Table 157 Latin America Metal Packaging Market Size, By Type, 2013-2020 (Kilo Tons)
Table 158 Latin America Metal Packaging Market Size, By Type, 2013-2020 ($Billion)
Table 159 Latin America Metal Packaging Market Size, By Application, 2013-2020 (Kilo Tons)
Table 160 Latin America Metal Packaging Market Size, By Application, 2013-2020 ($Billion)
Table 161 The Middle East Metal Packaging Market Size, By Type, 2013-2020 (Kilo Tons)
Table 162 The Middle East Metal Packaging Market Size, By Type, 2013-2020 ($Billion)
Table 163 The Middle East Metal Packaging Market Size, By Application, 2013-2020 (Kilo Tons)
Table 164 The Middle East: Metal Packaging Market Size, By Application, 2013-2020 ($Billion)
Table 165 Others In Row Metal Packaging Market Size, By Type, 2013-2020 (Kilo Tons)
Table 166 Others In Row Metal Packaging Market Size, By Type, 2013-2020 ($Billion)
Table 167 Others In Row Metal Packaging Market Size, By Application, 2013-2020 (Kilo Tons)
Table 168 Others In Row Metal Packaging Market Size, By Application, 2013-2020 ($Billion)
Table 169 Mergers & Acquisitions 2014-2015
Table 170 New Product Launches, 2014-2015
Table 171 New Capacity, 2014-2015
Table 172 Divestiture

List Of Figures

Figure 1 Markets Covered: Metal Packaging Market
Figure 2 Metal Packaging Market: Research Design
Figure 3 Breakdown Of Primary Interviews: By Company Type, Designation & Region
Figure 4 Population Is Expected To Reach 9 Billion By 2050
Figure 5 Asia-Pacific Population Is Expected To Reach 5.1 Billion By 2050
Figure 6 Expenditure By Region From 2009 To 2030
Figure 7 Market Size Estimation Methodology: Bottom-Up Approach
Figure 8 Data Triangulation
Figure 9 Metal Packaging Market Snapshot (2014 Vs 2020): Market For Cans To Grow At The Highest Cagr From 2015 To 2020
Figure 10 Asia-Pacific Is The Fastest-Growing Country For The Metal Packaging Market In 2014
Figure 11 Leading Market Players Adopted Mergers & Acquisitions As The Key Strategy During 2011-2015
Figure 12 Attractive Market Opportunities In The Metal Packaging Market
Figure 13 Metal Packaging Market (Cagr%), By Top 10 Countries, 2015 To 2020
Figure 14 Cans Segement Is Expected To Dominate The Metal Packaging Market In 2015 ($Billion)
Figure 15 Metal Packaging Market Share (Value), By Region, 2015-2020
Figure 16 Metal Packaging Market Size, By Country, 2015? 2020 ($Billion)
Figure 17 Food Application Is Expected To Dominate The Market During The Forecast Period
Figure 18 Asia-Pacific Region Is The Fastest-Growing Market
Figure 19 Metal Packaging: Market Evolution
Figure 20 Market Segmentation Of Metal Packaging Market
Figure 21 Segmentation Of The Metal Packaging Market, By Type
Figure 22 Segmentation Of The Metal Pacakging Market, By Raw Material
Figure 23 Segmentation Of The Metal Packaging Market, By Application
Figure 24 Segmentation Of The Metal Packaging Market, By Region
Figure 25 Market Dynamics Of Metal Packaging Market
Figure 26 Value Chain Analysis: Major Value Is Added During Operation & Recycling
Figure 27 Porter'S Five Forces Analysis
Figure 28 Metal Packaging Market Size Analysis, 2013-2020 ($Billion)
Figure 29 Cans Segment Is The Largest By Type Market In From 2013 To 2020
Figure 30 Metal Packaging Market Size, By Material, 2015 Vs 2020
Figure 31 Rising Demand Of Packaged Food :Prime Source Behind The Growth In Metal Packaging Market
Figure 32 Food Segment Is The Largest Metal Packaging Market, By Application, 2013-2020 ($Billion)
Figure 33 Metal Packaging Market Share (Value), By Application, 2014
Figure 34 North America Captured The Largest Share In Metal Packaging Market In 2015 & 2020
Figure 35 Geographic Snapshot (2015-2020): The Asia-Pacific Market Will Experience The Highest Growth Rate
Figure 36 Metal Packaging Market Size, By Region, 2013-2020 ($Billion)
Figure 37 Metal Packaging Market Share (Value), By Region, 2014
Figure 38 Asia-Pacific Metal Packaging Snapshot: China Is The Most Lucrative For Metal Packaging Market
Figure 39 Asia-Pacific Metal Packaging Market Share (Value), By Country, 2014
Figure 40 Europe: Metal Packaging Market Share (Value) By Country, 2014
Figure 41 North America Snapshot: U.S. Is The Largest Metal Packaging
Figure 42 North America: Metal Packaging Market Share (Value), By Country, 2014
Figure 43 Row: Metal Packaging Share By Country, 2014 ($Billion)
Figure 44 Companies Adopted Various Growth Strategies In The Past Three Years
Figure 45 Alcoa Incorporated Grew At The Highest Rate During 2011-2014
Figure 46 Mergers And Acquisition: The Key Growth Strategy
Figure 47 Market Evolution Framework
Figure 48 Geographic Revenue Mix Of Top 5 Market Players - Reference
Figure 49 Alcoa Incorporated: Company Snapshot
Figure 50 Alcoa Incorporated: Swot Analysis
Figure 51 Amcor Limited: Company Snapshot
Figure 52 Amcor Limited: Swot Analysis
Figure 53 Ardagh Group: Company Snapshot
Figure 54 Ardagh Group: Swot Analysis
Figure 55 Ball Corporation: Company Snapshot
Figure 56 Ball Corporation: Swot Analysis
Figure 57 Crown Holdings, Incorporated: Company Snapshot
Figure 58 Crown Holdings: Swot Analysis
Figure 59 Cpmc Holdings Limited: Company Snapshot
Figure 60 Greif Incorporated: Company Snapshot
Figure 61 Rexam Plc: Company Snapshot
Figure 62 Silgan Holdings: Company Snapshot
Figure 63 Ton Yi Industrial Corporation: Company Snapshot

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