Shrink Film For Beverage Multipacks Market -By Material Type (Polyethylene, Polypropylene, PVC and Others); By Form (Bottle, Can, Brick and Others); By Application (Water, Milk, CSD, alcoholic beverages and Others); By Geography -Forecast (2016-2021)

Description: Multipacks are generally used for the purpose of wrapping a group of several containers or bottles together in order to sell it as a single unit. They find their application in the packing process of various containers which include alcoholic drinks, soft drinks and dairy products of dissimilar shapes and sizes. This type of packaging also helps in preventing the environment by reducing the plastic use which consequently fuels the demand for shrink films pertaining to beverage multipack applications. This market is regulated and controlled by both established as well as small emerging players.

This type of packaging is light-weight, durable and visually attractive. When equated to rigid packaging, these shrink film beverage multipacks lessen the conveyance expenditures of beverages and are easier to carry. Some of the factors which are all set to boost the growth of shrink film for beverages multipacks include, growing consumption of alcoholic beverages a well as demand for ready-to-drink fruit juices. Major types of shrink films materials commercially available are polyethylene, polypropylene, polyvinyl chloride and more. The report also focuses on different geographic regions and the key countries in terms of changing trends in shrink films for beverage multipacks market in various fields.

The Shrink film for beverage multipacks majorly comprise of three applications forms which include can, bottle and brick. Water and carbonated soft drinks is the major contributing segment in the overall demand for shrink films packaging owing to the constant growth in demand for mineral water and carbonated drinks. Additionally, various designs of bottle wrapping have been introduced which also fuel the growth of this market. Soft-drinks and water are generally packed in bottles and after that shrink film is applied for the secondary packaging. Polyolefins are the most preferred materials for this type of packaging as it biodegrades naturally but over a long period of time. Printed shrink wrap film continues to make headway into all industries, especially where retail point-of-sale is concerned.

The application segment is the major driver for the shrink film for beverage multipacks market to grow. Shrink film for beverage multipacks find their applications in various segments like water, milk, alcoholic beverages, carbonated soft drinks and more. North America dominated the global shrink film for beverage multipacks market. The industrial development in this region is all set to drive the demand of shrink film for beverage multipacks materials. Major players involved in this market are mainly concentrating on R&D initiatives and new product developments to cater the needs of customers. Moreover, booming petrochemical industry will directly impact the demand of the shrink film for beverage multipacks over the foreseeable period.

The market share for shrink film for beverage multipacks in Europe is estimated to be the highest in 2015 and is also anticipated to account for the highest market share by 2021. Both, Europe and the Americas are expected to continue to grow at a substantial rate during the forecast period. The APAC region is anticipated to be the fastest growing market during the forecast period. Rising need for attractive packaging in beverages industry coupled with increasing sales of multi-bottle packages drives shrink film market.

The global shrink film for beverage multipacks market is evaluated based on key attributes such as type of materials, application and others. Each of the segmentations in the report has been studied to give comprehensive analysis of global shrink film for beverage multipacks market. The overall market has also been consolidated from the perspective of different geographic locations into standard geographic regions and key economies for this market. Additionally, this report encompasses opportunity analysis, porter analysis, pricing analysis and market forces such as drivers, constraints and challenges that are involved to drive the overall market.

The key players profiled in this report are: AEP Industries Inc. Amcor Limited Bemis Company, Inc.
Coveris Holdings S.A. and others.

This report gives detailed information about the product value chain right from the beginning which includes raw materials till end-use. The market is analyzed based on the key attributes such as the power in the hands of producers and consumers, analysis on the degree of competition, and threats from substitutes and new entrants. The study includes the demand of this particular market on a global and regional scale for a six year period of 2016-2021, both in terms of volume (kilo tons) and revenue ($ million).

Contents:

1. Market Overview
2. Executive Summary
3. Shrink Film For Beverage Multipacks Market Landscape
   3.1. Market Share Analysis
   3.2. Comparative Analysis
      3.2.1. Product Benchmarking
      3.2.2. End User Profiling
      3.2.3. Top 5 Financials Analysis
4. Shrink Film For Beverage Multipacks Market Forces
   4.1. Market Drivers
   4.2. Market Constraints & Challenges
   4.3. Attractiveness Of The Shrink Film For Beverage Multipacks Industry
      4.3.1. Power of Suppliers
      4.3.2. Threats From New Entrants
      4.3.3. Power of Buyer
      4.3.4. Threat From Substitute Product
      4.3.5. Degree of Competition
5. Shrink Film For Beverage Multipacks Market-Strategic Analysis
   5.1. Value Chain Analysis
   5.2. Pricing Analysis
   5.3. Opportunity Analysis
   5.4. Product Life Cycle
   5.5. Suppliers and Distributors
6. Shrink Film For Beverage Multipacks Market-By Material Type
   6.1. Introduction
   6.2. Polyethylene
   6.3. Polypropylene
   6.4. PVC
   6.5. Others
7. Shrink Film For Beverage Multipacks Market-By Form
   7.1. Introduction
   7.2. Bottle
   7.3. Can
   7.4. Brick
   7.5. Others
8. Shrink Film For Beverage Multipacks Market-By Application
   8.1. Introduction
   8.2. Water
   8.3. Milk
   8.4. Alcoholic Beverages
   8.5. Carbonated Soft Drinks (CSD)
   8.6. Others
9. Shrink Film For Beverage Multipacks Market-By Geography
   9.1. North America
      9.1.1. U.S.
      9.1.2. Canada
      9.1.3. Mexico
      9.1.4. Others
   9.2. Europe
      9.2.1. U.K.
      9.2.2. Germany
      9.2.3. Italy
      9.2.4. France
      9.2.5. Turkey
9.2.6. Rest of Europe
9.3. APAC
9.3.1. China
9.3.2. South Korea
9.3.3. Japan
9.3.4. India
9.3.5. Rest of APAC
9.4. Rest of The World (RoW)
10. Shrink Film For Beverage Multipacks Market Entropy
10.1. New Product Developments
10.2. Product Launches, JVs, Mergers and Acquisitions
11. Company Profiles
11.1. Aep Industries Inc.
11.2. Amcor Limited
11.3. Bemis Company, Inc.
11.4. Berry Plastics Corporation
11.5. Ceisa Packaging Sas
11.6. Clondalkin Group Holdings Bv
11.7. Coveris Holdings S.A.
11.8. Plastotecnica Spa
11.9. Rkw Se
11.10. Sealed Air Corporation
11.11. Baixing Group Co., Ltd.
11.13. Henan Wanshun Science & Technology
11.15. P.T.M.C.
11.16. Cnt Trading Eneterprise (Pty)
11.17. Us cac Sales & Development Llc
11.18. Dinadan International Trading
11.19. Flekspak
11.20. Irum Sales Corporation
11.21. Nael Machinery & Industrial Equipment
11.22. Plastic Kar Co
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