

A groundbreaking study documenting the importance of emerging international competitiveness for beverage cans.

# THE GLOBAL MARKET *FOR BEVERAGE CANS*

## **Highlights of this global report include:**

- 46 illustrated charts and tables
- Analysis of market trends for the industry's top six can sheet producers and leading tinplate producers
- Detailed can production and demand statistics featuring a deep-dive look at beverage can shipments
- A comprehensive study of the four major North American beverage can producers that includes global strategies and future outlook
- A review of each of the seven world regions for can production, market trends, end-use applications, and leading can producers
- Data on the top 29 international beverage brand owners
- Growth perspectives on existing and emerging beverage can market segments worldwide

*Also Featured: A detailed review of major global competitors to beverage cans in rigid plastics, glass, and aluminum bottles*

This just-published report provides new and revealing insights into the global market for beverage cans. The report, authored by Omega, chronicles the recent tactical strategies by can producers and beverage brand owners to target future growth.

With the beverage can market making dramatic shifts toward emerging countries and with new global producers making inroads worldwide, this timely competitive intelligence captures the data behind that growth and offers future forecasts that will affect development and planning.

This highly relevant report provides a comprehensive look at a global can market undergoing strategic changes to address global growth, including:

- New data on global beverage can market size and growth forecasts through 2010
- A detailed look at the growth of end-use applications for beverage cans in seven areas of the world
- How consolidation, globalization, and innovation have influenced the can market
- Beverage can demand and production trends in every global region, including Western and Eastern Europe, the Middle East and Africa, South and East Asia, and Latin America
- A unique, in-depth analysis pinpointing lesser-known global can suppliers and the industry's "Big Three" that provides data difficult to find in any other published report
- An analysis of market conditions for the two largest beverage can segments, carbonated soft drinks and beer, and what opportunities and threats they face
- A comprehensive analysis of the most explosive new can segments, including energy drinks, ready-to-drink teas and coffees

**PLUS: The outlook for the recycling of aluminum and steel cans and the impact of mandatory deposit legislation in Europe**

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