

Study: Personal care packaging market to reach nearly \$21.4B by 2014

Pira Intl has released study results indicating that the global packaging industry by value, the personal care packaging market is set to reach almost \$21.4 billion (about R160 billion) by 2014, growing by a CAGR (compound annual growth rate) of 4.1% over 2009 estimates of \$17.5 billion (about R131 billion).

The results were published in its study, *The Future of Personal Care Packaging*, which is written to offer insights into the industry's supply chain and the key drivers and trends shaping it by quantifying the current and future packaging sales of personal care products and looks at market sizes, end-use markets and product sectors by region, and regional markets by packaging product sector, with five-year value-based forecasts up to 2014.

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