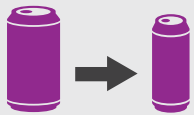


Developments in Emerging Markets: The Impact on Packaging Choices

By 2020, **emerging markets** are expected to account for **41%** of global consumer expenditure.



How is the growth of this consumer base influencing the future of packaging?



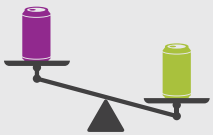
Brazil

The shrinking average household size is leading to an increase in demand for **smaller packaging**.



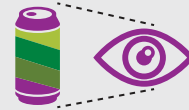
Turkey

Packaging waste concerns could push beverage brands to increase the use of **metal packaging**.



Colombia

Smaller packaging formats are popular among manufacturers that seek **lightweight packaging**.



China

Greater product variety in urban supermarkets increases the need for **eye-catching packaging**.



Mexico

The popularity of smaller serving sizes is increasing the demand for **more innovative and creative packaging**.



Malaysia

Food and beverage safety concerns create the need for **tamper-free packaging**.



Thailand

Demand for ready-to-drink teas and coffees presents an opportunity for **greater variety in packaging**.



Vietnam **Cambodia**

Increased household income and higher purchasing power can raise the demand for **new packaging formats** and the need for **packaging variety**.

Metal packaging is the ideal solution that meets the different needs of emerging markets.



Variety

Cans are available in different sizes and shapes



Sustainability

Metal is 100% and infinitely recyclable



Versatility

Containers can be used to both store and consume products



Security

Metal provides a barrier to light and oxygen, keeping products safe



Efficiency

Cans are lightweight, stackable and easy to store

To learn more about Crown's global product offerings, visit: crowncork.com