

AWA

Alexander Watson Associates

EUROPEAN SPECIALTY MEDICAL PACKAGING MARKET OUTLOOK 2008

**Market Overview and Opportunities
for Medical Packaging Companies and Suppliers**



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European Specialty Medical Packaging Market Outlook 2008

AWA Alexander Watson Associates has published in-depth reports on the European market for medical packaging since 1982, tracking material trends and the changing market structure.

The European medical packaging market continues to grow. The need for disposable medical devices, sterilizable packaging, barrier packaging and other medical/surgical products, is increasing. With increased performance requirements, medical packaging converters and material suppliers are faced with challenges to provide products to satisfy these needs.

European Specialty Medical Packaging Market Outlook 2008 uniquely provides a tool for evaluating the market, highlighting opportunities and supporting strategic decision-making. It offers a perspective for the industry broken down by product, material and market segmentation; exclusive value chain analysis by key areas, and a review of technology developments and new application opportunities. It provides in-depth views from medical device manufacturers about their uses and needs for their primary packaging.

Its focus is on primary packaging, and direct packaging such as blood and intravenous solutions bags are not investigated, although mentioned. All materials used for sterilization, and the relative sterilization techniques, are reviewed as used across the value chain, and finally utilized with doctors and in hospitals. It also features company profiles on raw material suppliers and individual medical packaging companies across the value chain.

Research for this study is based primarily on interviews across the value chain, concentrating on types of materials, packaging formats and specifically on medical device manufacturers' views and expectations. Support information has been acquired using publicized information from various sources.

AVAILABILITY AND SUBSCRIPTION PRICE

European Specialty Medical Packaging Market Outlook 2008 has been published in December 2008.

The price of a hard copy is €3,800. Additional hard copies are available at €200 each.

It is also possible to order this report as a pdf, to be provided by email, for a price of €3,800. A hard copy and a pdf can be ordered together for the combination price of €4,000.

There is a €60 charge for handling and processing. If express or overnight delivery is required, this may be provided at cost.

AWA Alexander Watson Associates

AWA is an international publishing and market research company whose specialization and expertise in the packaging market extends over many years and provides a unique database of marketing information. AWA also provides consultancy services and the possibility for tailored research.

AWA Conferences & Events

AWA Conferences & Events was established to expand AWA's platform of expert services for the specialty paper, film, packaging, coating, and converting industry and regularly organizes events in these markets, which are particularly valued for the industry networking opportunities they provide, as well as for their in-depth content.

Visit the events section of our website for an overview of events.



Please visit our website www.awa-bv.com for information about our other publications and events.

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