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MULTIPACK DEFINITIONS

Multipacks are used to group several containers together into a single unit, and come in various shapes, sizes and materials. Multipacks are always for products that can also be sold as a single unit.

Euromonitor International measures multipacks in alcoholic drinks, soft drinks and dairy products.

In the country access database, the figure entered is the percentage of units (by pack type) that are packaged in a multipack of a particular type and size. For example, if half of all metal cans in a category are packaged in fully enclosed cartons of six units, we would enter this into the database as 50%.

**Baskets**

Baskets refer to cartonboard multipacks where the product is secured from the bottom, but a large proportion of each container is visible. Usually baskets have a handle for ease of transportation.

**Board-Based Trays**

Board-based trays are cartonboard multipacks, typically of a large surface area to group together and support high unit volume multipacks, such as for 12 or 24 units. In addition to the tray itself, it often also includes a shrink wrap film to keep both products and cartonboard tray together.

**Crates – Wooden and Plastic**

Either wood- or plastic-based multipacks that hold the products from the bottom and on which handling is allowed by handles designed on each side.

**Fully Enclosed Cartons**

Carton-based multipacks that do not allow the products to be seen. They are sometimes equipped with a handle in order to ease portability. Commonly used for glass bottles and metal beverage cans in beer and carbonates.
Open Cartons

Carton-based multipacks that are not fully enclosed and typically surround the products vertically. They allow the products to be seen. They differ from basket-type multipacks and board-based trays in that they do not only hold the products from the bottom.

Rim-Applied Carriers

Rim-applied carriers are a flexible plastic multipack type that groups metal beverage cans together around the rim. Flexible carriers are applied to containers by stretching the carrier around the diameter of the container and allowing the stretched carrier to recover, providing a tight fit.

Shrink Wrap Only

Multipacks solely made of shrink wrap film that allow part of the products and their shapes to be seen. Commonly used with rigid plastic bottles and metal beverage cans.

Other

Any multipack type that does not fall into any of the previous categories.