

How Wal-Mart Is Reshaping Packaging

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The numbers surrounding Wal-Mart are mind-boggling. The retailing giant now surpasses \$240 billion in sales. Its stores now dot the planet, with over 3,400 outlets in the United States and 1,200 overseas stores. Then the really big number hits you – Wal-Mart, at its current growth pace – could double in size by 2006!

This new report from PakIntell profiles the size and influence of Wal-Mart and explores some of the areas where Wal-Mart will impact packaging – case-ready meats, fresh-produce, RFID labels, paperboard packaging, distribution packaging, consumer packaging, and environmental issues.

One packaging manager interviewed for this report, when asked if Wal-Mart was now in the back of his mind whenever a new project was launched, snapped: “No, it’s not in the back of my mind, it’s in the front of my mind!”

And, so it should be. No consumer goods company is too large or too small to not being making some strategic decisions regarding Wal-Mart. Increasingly, these marketers will feel the weight of this retailing giant’s preferences in relation to packaging. PakIntell’s **How Wal-Mart is Reshaping Packaging** is a good place to start shaping your strategies for Wal-Mart.

Basic Wal-Mart Facts

Sales	\$244.5 billion
Net Income	\$8.4 billion
Stores	4,689
U.S.	3,400
International	1,289
Employees	1,300,000
U.S.	1,000,000
International	300,000

Source: Wal-Mart



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