

Global Packaging Coatings Market Outlook to 2027

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Abstracts

The global Packaging Coatings market is segmented on the basis of Resin and Application. The Application segment is further segmented as Aerosol cans and Tubes, Beverage Cans, Caps and Closures, Food Cans, Industrial and Specialty Packaging, and Others. In terms of resin, epoxy type dominates the global packaging coatings market. However, due to its proven toxic nature, it is being replaced by alternatives.

Beverage cans are typically coated with organic layers that prevent the contact of beverage with can and also avoid chemical reaction between can's metal and the beverage. In recent times, epoxy-based coatings were the preferred type among can beverage manufacturers. However, due to its toxic nature, it has been replaced by alternative resin-based coatings. Different resins that can be employed to coat can beverages include oleoresins, vinyl, phenolic, acrylic, polyester, and polyolefins, among others. The global demand for beverage can stand around 350 billion units in 2019. The demand for these cans is significant in both developed and emerging markets. The global beverage can demand has been witnessing an average growth of 3% in recent years. The market for beverage cans is being driven majorly by Southeast Asia and Brazil. During 2019, there was also a noticeable growth in demand for beverage cans in a mature market like North America. Currently, North America is the largest market for beverage cans, with more than 97 billion units shipped in 2019.

The growth in the market for beverage cans is being driven by evolving lifestyles. The change in lifestyles is altering the places and the ways in which people enjoy their drinks and making convenient packaging a mandatory feature. Consumers are prioritizing artisan aesthetics and health benefits while also aligning with brands. Apart from the regular drinks that comes in packaged cans such as carbonated soft drinks and premium beer, niche categories such as flavored waters, flavored malt beverages, craft beer, and adult carbonated beverages are also being launched in packaged can forms. This is surging the demand for canned beverages globally. Can is the preferred

format for new launches in North America. Around 70% of the new launches are being launched in cans' forms. Due to this, beverage cans continue to gain preference among brand owners and consumers. The U.S. and Canadian beverage can market witnessed a recent market growth due to the introduction of new beverage products in cans compared to other formats. The recyclability of the beverage cans is also another factor that is driving the demand across the globe. Major players in the global beverage cans market include Ball Corporation, Crown Holdings, and Ardagh Group, among others.

Based on geography, the global Packaging Coatings Market is segmented into Asia-Pacific, North America, South America, Europe, and Middle East & Africa. Asia-Pacific was found to be the most dominating region in the global packaging coatings market. Growing economies as that of the Indian and Chinese economies are the biggest factors in keeping Asia-Pacific ahead of other regions. Appeal for flexible and decorative packaging has been the popular reason for the packaging coatings consumption here. The rapid growth of e-commerce and packaged food consumption also helps the regional packaging coatings market hold the first position.

Germany's GDP was worth USD 3.845 trillion in 2019, representing about 3.17% of the world economy. By the end of 2020, Germany's GDP is anticipated to reach USD 3.4 trillion, with an estimated value of USD 3.7 trillion in 2021 and 4 trillion in 2022. The food industry in Germany represents the third-largest processing industry in Germany. Products like highly processed ingredients, dried fruits, bakery products, and seafood have high potential in the German market. With around 83 million of the world's wealthiest consumers, Germany is the biggest market for food and beverages in the European Union. Germany is the home for about 6,000 food processing companies, and the food processing sector accounts for around 6% of the German GDP. The ongoing COVID-19 pandemic has increased awareness among consumers, leading to growth in the organic packaged food market. The rise in the consumption of organic dairy products is one of the primary growth factors for the organic packaged food market in Germany. Moreover, increasing health awareness about the health benefits of organic milk has encouraged the consumption of organic dairy products.

Germany is also the best international location for the research, production, and distribution of pharmaceuticals at an exceptionally high level. Germany is one of the most mature eCommerce markets in Europe. Nearly 88% of Germans use online shopping for their purchases. This gives a lot of opportunities to brands and online stores. German packaging coating market is the largest in the region owing to the large presence of end-user industries and matured packaging industry in the country. The

market for packaging coatings in the country is expected to grow at a moderate rate during the forecast period.

The global packaging coatings market is consolidated. The major key players in the global market include Akzo Nobel , PPG Industries , Sherwin-Williams Company , Henkel , and Jotun , among others.

Our Global Packaging Coatings market report provides deep insight into the current and future state of the Packaging Coatings market across various regions. Also, the study comprehensively analyzes the Packaging Coatings market by segments based on the resin (Acrylics, Epoxies, Polyester , Polyolefins, and Polyurethane), by application (Aerosol and Tubes, Beverage Cans, Caps and Closures, Food Cans, Industrial and Specialty Packaging, and other applications), and by Geography (Asia Pacific, North America, Europe, South America, and Middle-East and Africa). The report examines the market drivers and restraints, along with the impact of Covid-19 are influencing the market growth in detail. The study covers & includes emerging market trend, market developments, market opportunities, market size, market analysis, market estimates, market dynamics, and challenges in the industry. This report also covers extensively researched competitive landscape sections with profiles of major companies, including their market share and projects.

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