

# Global Flexible Packaging Market: Size, Trends & Forecasts (2016-2020)

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## Abstracts

### Scope of the Report

The report titled “Global Flexible Packaging Market: Size, Trends & Forecasts (2016-2020)” presents a thorough study of the global flexible packaging market with comprehensive analysis of market sizing & growth and market share analysis. The analysis covers market by value, market share by substrates, region and segment.

An in-depth study of market share by segment has been provided in the report which covers consumer flexible packaging market and industrial flexible packaging market in terms of value.

The report encompasses a brief regional analysis of the Asia-Pacific flexible packaging market covering the market in terms of consumption and volume. Asia-Pacific is the largest market for flexible packaging globally.

Furthermore, the report also assesses the key opportunities available in the market and summaries the dynamic forces that are and will be accountable for growth of the industry. Growth of the global flexible packaging market has also been forecasted for the period 2016-2020, taking into consideration previous growth outlines, growth drivers and the existing and forthcoming trends.

A brief company profiling of Amcor Group, Berry Plastic Group and Bemis Company Inc. has been provided in the report. This section briefs about business overview, financial summary and business policies of these major companies.

### Company Coverage

Amcor Ltd.

Berry Plastic Group

Bemis Plastic Inc.

## Country Coverage

Asia-Pacific

## Executive Summary

Anything that offers protection, information, promotion and waste reduction to the products are known as packaging. The main purpose of packaging is to deliver products in perfect condition to the ultimate consumers. Packaging fulfills the necessities of the product while reducing commercial and ecological effects of both the product and its package. One of the primary functions of packaging is promotion of the product as it depicts products features & benefits, list of ingredients and promotional message & branding.

Container or package made of flexible or elastic materials that when filled and closed can be readily change in shape. Bags, envelopes, pouches, sachets and wrap etc. are some of the examples of flexible packaging which are generally made up of materials such as film, foil or paper sheeting. There are four types of packaging namely primary, secondary, tertiary and service. Main advantages of flexible packaging are convenience & portability, cost saving, sustainability and health benefits.

The global flexible packaging market is rising at a rapid pace with substantial growth rate over the previous few years and is projected to grow further over the forecasted period (2016-2020). Drivers that are supporting the growth of the market are rising urban population, increasing number of small households, growing & ageing population, technological advancements, increasing health awareness, changing life style and eating habits, rising disposable income of population in developing economies like India and China etc. Apart from these key factors there are considerable numbers of other factors that are propelling the demand of the flexible packaging.

In the forecasted period market is expected to grow on the back of increasing awareness towards reduction in food waste, rising shelf-appeal of products, health

snacking practices by consumers and introduction of smart packaging etc. Yet the market is facing some challenges which are dampening the growth of the market. Some of the challenges faced by the industry are volatile prices of raw materials, lack of substantial e-packaging and environmental & regulatory issues.

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