

Modified Atmosphere Packaging Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global Modified Atmosphere Packaging Market, valued at USD 19.9 billion in 2023, is projected to expand at a CAGR of 7.9% from 2024 to 2032. The MAP industry is evolving to meet the rising consumer demand for fresh, minimally processed foods that retain quality and nutrition. By extending shelf life without using preservatives, MAP has gained traction across sectors like meat, dairy, bakery, and produce. As concerns over global food waste escalate, MAP has become crucial for preserving food during transportation and storage, particularly in regions with complex supply chains. Sustainability is also a major focus in the industry as companies respond to consumer and regulatory pressures to reduce plastic usage and develop recyclable packaging.

In terms of packaging material, the MAP market is segmented into polyvinyl chloride (PVC), polyethylene (PE), polypropylene (PP), polyethylene terephthalate (PET), and others. The PET segment, expected to grow at a CAGR of over 9.5% and reach USD 9.6 billion by 2032, is experiencing robust demand. Its excellent barrier properties help retain food freshness by reducing oxygen and moisture transfer, thus extending shelf life while preserving flavor. PET's sustainability and functionality make it an appealing choice for food manufacturers aiming to enhance product quality and safety.

Regarding product types, the MAP market includes films and liners, trays, bags and pouches, boxes and containers, and others. Films and liners, with a market share exceeding 48% in 2023, dominate due to their versatility and efficacy in food preservation. They are highly effective at blocking oxygen, moisture, and light, making them ideal for perishable items such as meat, dairy, and produce. Recent advancements in film technology, including high-barrier and multi-layer films, have further improved the performance of MAP, allowing for flexible packaging formats that

meet diverse consumer demands.

North America held a significant share of over 25% of the global MAP market in 2023. The U.S. market continues to thrive, driven by consumer preferences for fresh, high-quality foods and convenient packaging. MAP plays a vital role in the U.S. food industry by enhancing food safety and extending shelf life in segments like meat, dairy, and ready-to-eat meals. Additionally, regulatory and sustainability pressures encourage manufacturers to adopt innovative MAP solutions that help minimize waste. This commitment to quality and safety reinforces North America's leading position in the global MAP market.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Disruptions
 - 3.1.3 Future outlook
 - 3.1.4 Manufacturers
 - 3.1.5 Distributors
- 3.2 Profit margin analysis
- 3.3 Key news & initiatives
- 3.4 Regulatory landscape
- 3.5 Impact forces
 - 3.5.1 Growth drivers
 - 3.5.1.1 Increasing demand for fresh and processed foods
 - 3.5.1.2 Focus on food waste reduction
 - 3.5.1.3 Growth of retail and e-commerce
 - 3.5.1.4 Increasing urbanization and rising disposable income
 - 3.5.1.5 Stringent food safety and packaging regulations
 - 3.5.2 Industry pitfalls & challenges
 - 3.5.2.1 Complexity in maintaining optimal gas balance

- 3.5.2.2 Competition from alternative packaging technologies
- 3.6 Growth potential analysis
- 3.7 Porter's analysis
- 3.8 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021-2032 (USD MILLION)

- 5.1 Key trends
- 5.2 Films & liners
- 5.3 Trays
- 5.4 Bags & pouches
- 5.5 Boxes & containers
- 5.6 Others

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY PACKAGING MATERIAL, 2021-2032 (USD MILLION)

- 6.1 Key trends
- 6.2 Polyvinylchloride (PVC)
- 6.3 Polyethylene (PE)
- 6.4 Polypropylene (PP)
- 6.5 Polyethylene terephthalate (PET)
- 6.6 Others

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PACKAGING GAS, 2021-2032 (USD MILLION)

- 7.1 Key trends
- 7.2 Oxygen
- 7.3 Nitrogen
- 7.4 Carbon dioxide

7.5 Others

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021-2032 (USD MILLION)

8.1 Key trends

8.2 Fruits and vegetables

8.3 Poultry, seafood, and meat products

8.4 Bakery and confectionery

8.5 Dairy products

8.6 Non food packaging

8.7 Others

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY END USE INDUSTRY, 2021-2032 (USD MILLION)

9.1 Key trends

9.2 Food & beverage

9.3 Pharmaceutical & nutraceutical

9.4 Retail & e-commerce

9.5 Others

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD MILLION)

10.1 Key trends

10.2 North America

10.2.1 U.S.

10.2.2 Canada

10.3 Europe

10.3.1 UK

10.3.2 Germany

10.3.3 France

10.3.4 Italy

10.3.5 Spain

10.3.6 Russia

10.4 Asia Pacific

10.4.1 China

10.4.2 India

- 10.4.3 Japan
- 10.4.4 South Korea
- 10.4.5 Australia
- 10.5 Latin America
 - 10.5.1 Brazil
 - 10.5.2 Mexico
- 10.6 MEA
 - 10.6.1 South Africa
 - 10.6.2 Saudi Arabia
 - 10.6.3 UAE

CHAPTER 11 COMPANY PROFILES

- 11.1 Amcor
- 11.2 Berry Global
- 11.3 Biopac
- 11.4 Colpac
- 11.5 Coveris
- 11.6 General Films
- 11.7 Graphic Packaging International
- 11.8 Hellagro
- 11.9 Klockner Pentaplast
- 11.10 LC Packaging
- 11.11 Mondi
- 11.12 Multivac
- 11.13 Novolex
- 11.14 Nurel
- 11.15 Point Five Packaging
- 11.16 ProAmpac
- 11.17 Sealed Air
- 11.18 Sonoco Products
- 11.19 Tipack
- 11.20 Winpak

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