

# **Stand-up Pouches Market Size, Share & Trend Analysis Report By Material (Plastic, Paper, Metal, Bioplastic), By Type, By Closure, By Application, By Region, And Segment Forecasts, 2019 - 2025**

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## **Abstracts**

**This report can be delivered to the clients within 12-14 business days**

The global stand-up pouches market size is projected to reach USD 16.01 billion by 2025, according to a new report by Grand View Research, Inc. Rising demand for the product from several industries, including food & beverages, pet food, and personal care & cosmetics, is anticipated to boost the market growth during the forecast period.

Factors such as changing lifestyles, rapid urbanization, and rising disposable incomes are anticipated to boost the demand for packaged goods, which is further expected to benefit the stand-up pouches market growth. In addition, several benefits offered by stand-up pouches, including convenience, aesthetic appeal, and availability of various valued-added features such as spouts, zippers, and tear notches is further expected to stimulate their demand.

Stand-up pouches also offer several advantages including greater functionality, coupled with lower shipping costs and also occupy lesser shelf space as compared to several other rigid packaging formats owing to which they are being largely preferred by consumer packaged goods (CPG) manufacturers as well as retailers worldwide. In addition, they also offer marketing advantages and aesthetics, which further likely to increase their demand.

Plastic is the widely used material for manufacturing stand-up pouches owing to the material being cost-effective, lightweight, and durable. However, the growing

environmental concerns and stringent regulations pertaining to plastic waste, coupled with growing focus on sustainability, is expected to increase the usage of bioplastics and paper by several key players in the market for the manufacturing of stand-up pouches.

Growing demand for single-serve, smaller portion packs, and ready-to-eat meals is expected to boost the market growth. In addition, the trend towards on-the-go snacking is further expected to benefit the market growth. Furthermore, improving sanitation standards in several emerging countries including India and China are, in turn, expected to augment the demand for various homecare products, thereby having a positive impact on the market growth.

Further key findings from the report suggest:

The global stand-up pouches market is anticipated to reach USD 16.01 billion by 2025 growing at an estimated CAGR of 7.0% over the forecast period, on account of several factors such as increasing demand for convenient packaging solutions and the growing demand for packaged goods.

Plastics emerged as the largest material segment in the market and is anticipated to continue its dominance over the forecast period owing to several benefits offered by the material including lightweight, durability, and good barrier properties, among others.

The tear notch segment is anticipated to have a growth rate of 7.1% from 2019 to 2025 owing to the rising preference for smaller portions and single-serve packs.

The pet food application segment is expected to have the highest growth rate over the forecast period. The growing demand for pet food, owing to the increasing number of people owning pets, is further likely to benefit the market growth.

In April 2018, ProAmpac, acquired Pactech Packaging, a U.S. based company specializing in pouch converting. This acquisition was aimed at enhancing ProAmpac's capabilities in flexible pouch manufacturing.

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