

# Global Active Food Packaging Market Report

## 2018-2029

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### Abstracts

Active Food Packaging is a type of packaging that interacts with the food contents it is holding. This type of packaging is designed to preserve and extend the shelf life of food products, as well as maintain and enhance their quality and safety. Active Food Packaging can be used for a wide variety of food products such as Fish & Seafood, Fruit & Veg, and Meat.

As per market research, the global Active Food Packaging market size is expected to reach USD 21800 million in 2022, growing at a compound annual growth rate (CAGR) of 9.49%. The Active Food Packaging industry is primarily being driven by the need to reduce food waste, increase convenience, and improve the safety and quality of packaged food products.

Fish & Seafood, Fruit & Veg, and Meat are the primary products that use Active Food Packaging. These products require specialized packaging that can protect them from environmental factors such as temperature, humidity, oxygen, and light, which can cause spoilage and loss of quality. The use of Active Food Packaging helps to reduce spoilage, increase the shelf life of products, and maintain nutritional value.

The major global manufacturers of Active Food Packaging include Bemis, Constantia Flexibles, Amcor, MULTIVAC, DuPont, Sealed Air, and MicrobeGuard. These key players compete based on innovation, quality, price, and customer service. They also invest heavily in research and development to produce new products and improve existing ones to meet customer needs and preferences.

The outlook for the Active Food Packaging industry is promising due to increasing consumer demand for safe and high-quality packaged food products. In addition, the

growing focus on reducing food waste and improving sustainability practices is also expected to drive demand for Active Food Packaging. Manufacturers continue to innovate with more advanced formulations that have improved properties, such as increased barrier protection and reduced environmental impact.

In conclusion, Active Food Packaging is a critical component of the food packaging industry, enabling the preservation and enhancement of food quality, safety, and convenience. The market for Active Food Packaging is expected to grow significantly in the coming years, driven by increasing demand from the Fish & Seafood, Fruit & Veg, and Meat industries, among others. With major global players in the industry investing in research and development and producing innovative, sustainable, and eco-friendly products, the Active Food Packaging industry looks set to continue its growth trajectory and provide value to its customers globally.

The SWOT analysis of the Active Food Packaging industry is as follows:

#### Strengths:

Active Food Packaging is designed to extend the shelf life of food products, maintain their quality and safety, and reduce food waste, making it a valuable solution for the food industry.

The growth of e-commerce has created new opportunities for active packaging solutions that offer convenience, safety, and freshness for online food deliveries.

The increasing demand for eco-friendly and sustainable packaging options provides a growth opportunity for the industry.

Key players in the industry invest heavily in research and development to produce new and more advanced active packaging solutions, improving product quality and reducing costs.

#### Weaknesses:

Creating active packaging solutions requires specialized manufacturing processes and materials, which can increase production costs for manufacturers.

Inadequate labelling and unclear disposal instructions can lead to confusion among consumers, making active packaging difficult to manage in terms of recycling and environmental impact.

Consumers' lack of education regarding the benefits and proper use of active packaging can impact demand negatively.

#### Opportunities:

The increasing need for convenience in the food industry provides an opportunity for the

development of more efficient and user-friendly active packaging solutions.

The growing demand for processed and packaged foods, especially in emerging economies, creates new markets for active packaging solutions.

New applications such as active packaging for pharmaceuticals and sports nutrition offer untapped growth potential.

Technological advancements, such as intelligent packaging sensors and other smart technologies, provide opportunities for innovation in the active packaging industry.

#### Threats:

The increasing regulations on packaging materials, such as plastic, can restrict the market growth and innovation in the industry.

Competition from low-cost alternatives, such as traditional packaging methods, can limit the adoption of active packaging solutions.

The fluctuation of raw material prices may impact production costs for manufacturers.

The global economic downturn could lead to a decrease in demand for active packaging solutions.

Key players in global Active Food Packaging market include:

Bemis

Constantia Flexibles

Amcor

MULTIVAC

DuPont

Sealed Air

MicrobeGuard

Market segmentation, by product types:

PVDC

EVOH

ABS

Composite Material

Market segmentation, by applications:

Fish & Seafood

Fruit & Veg

Meat

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