

# **Flexible Packaging Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2018-2023**

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## **Abstracts**

The global flexible packaging market was worth US\$ 102.5 Billion in 2017. Packaging is often termed as an economical means of providing protection, convenience, containment and compliance to a product during its storage, transportation, display, and usage. Flexible packaging refers to a package made of flexible and easily yielding materials that can be easily molded into different shapes. Flexible packaging is one of the rapidly growing segments of the packaging industry, combining the highest qualities of film, paper, and aluminum foil to provide a wide range of protective characteristics. These flexible packages can acquire the shape of a pouch, liner, bag or overwrap and it can resonate with any type of packaging. Various applications of flexible packaging in the food industry include packaging of ready-to-eat food items, boil-in-bag pouches, and foods that are often transferred from freezer-to-microwave. Packaging used for freezer-to-microwave type food is resistant to high temperature extremes and is a good moisture-resistant sealant as well. The non-food product applications of flexible packaging include insulation, cosmetics, and healthcare. The market is growing rapidly with flexible packaging ensuring food safety, enhanced value of food products, extended shelf-life, heating and moisture barrier, effective permeability, and ease of use. Consumers are also preferring this packaging type because of its commitment to convenience, aesthetic appeal and durability.

Catalyzed by advancements in packaging technology, the global demand of flexible packaging material is exhibiting strong growth. Moreover, the popularity of flexible packaging among consumers has also increased as it is a cost-effective alternative for storage issues, minimizes product wastage along with keeping the food safe and healthy. The pharmaceuticals and nutraceuticals industry have also been driving the demand of flexible packaging as it provides such industries with a sustainable and

recyclable alternative that are based on polymers. Other factors that are currently driving the market include customizing ability, safety assurance, reusability, transparency, reliability, etc. Looking forward, the market value is projected to exceed US\$ 132.7 Billion by 2023, exhibiting a CAGR of more than 4.4% during 2018-2023.

#### Market Summary:

Based on product type, the market has been segmented into printed rollstock, preformed bags and pouches and others. Printed rollstock currently represents the biggest segment.

Based on the raw material, the market has been segmented into plastic, paper, aluminium foil and cellulose. Plastic currently represents the biggest segment.

Based on the printing technology, the market has been segmented into flexography, rotogravure, digital and others.

Based on the application, food & beverages represents the largest segment, accounting for the majority of the global share. Other major application includes pharmaceuticals, cosmetics and others.

Region-wise, the market has been segmented into Asia Pacific, Europe, North America, Middle East and Africa, and Latin America. Amongst these, Asia Pacific is the biggest market, accounting for the majority of the global share.

The competitive landscape of the market has also been examined with some of the key players being Amcor, Bemis Company, Berry Global, Mondi, Sealed Air, Aluflexpack novi, Bak Ambalaj Sanayi, Constantia Flexibles, Clondalkin Group, Danaflex, DS Smith, Glenroy, Huhtamaki, Printpack and ProAmpac.

This report provides a deep insight into the global flexible packaging market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the flexible packaging market in any manner.

#### Key Questions Answered in This Report:

How has the flexible packaging market performed so far and how will it perform in the coming years?

What are the key regional markets in the global flexible packaging industry?

What is the breakup of the global flexible packaging market on the basis of product types?

What is the breakup of the global flexible packaging market on the basis of raw materials?

What is the breakup of the global flexible packaging market on the basis of printing technology?

What is the breakup of the global flexible packaging market on the basis of application?

What are the various stages in the value chain of the global flexible packaging market?

What are the key driving factors and challenges in the global flexible packaging market?

What is the structure of the global flexible packaging market and who are the key players?

What is the degree of competition in the global flexible packaging market?

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