

# **Flexible Packaging Market Report by Product Type (Printed Rollstock, Preformed Bags and Pouches, and Others), Raw Material (Plastic, Paper, Aluminium Foil, Cellulose), Printing Technology (Flexography, Rotogravure, Digital, and Others), Application (Food and Beverages, Pharmaceuticals, Cosmetics, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/FD7192E8C759EN.html>

Date: March 2024

Pages: 146

Price: US\$ 3,899.00 (Single User License)

ID: FD7192E8C759EN

## **Abstracts**

The global flexible packaging market size reached US\$ 136.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 190.5 Billion by 2032, exhibiting a growth rate (CAGR) of 3.7% during 2024-2032. The increasing awareness about environmental issues, modern consumer demands, innovations in material science and printing technologies, high versatility, and stringent regulations around waste management and sustainability are some of the major factors propelling the market.

Flexible packaging refers to any packaging structure made from easily bendable materials that yield when squeezed or pressed, such as plastic, paper, or foil. One of its key characteristics is its adaptability; it can easily be shaped into bags, pouches, or wraps, making it versatile for a variety of products. This type of packaging is particularly beneficial for its lightweight nature, reducing shipping costs and lowering its overall carbon footprint. Features often include high-barrier properties for extended product shelf-life, resealability for consumer convenience, and the ability to support high-quality print finishes. Innovations are constantly being introduced, such as smart labels and eco-friendly, biodegradable materials, making flexible packaging a continuously evolving market segment.

The flexible packaging market is witnessing significant growth, reflecting the rising demand for sustainable and convenient packaging solutions. These materials, akin to their counterparts in rigid packaging, are critical in optimizing product preservation and reducing environmental impact. Flexible packaging is particularly essential in offering a range of shapes and sizes, enabling customization to specific product needs while enhancing consumer convenience. This market is experiencing advancements in material science and printing technologies, with a focus on eco-friendly yet robust solutions that contribute to reduced waste and carbon footprint. Moreover, consumer convenience is a significant characteristic, ensuring easy-to-open, resealable, and portable options for users. Transitioning from traditional rigid containers to flexible options is a trend similar to the shift from conventional energy sources to sustainable alternatives, fostering innovation and reducing resource consumption. In a parallel manner, regulatory requirements around sustainability and waste management are driving the demand for greener, more efficient packaging like flexible materials. These factors combined are propelling the growth of the flexible packaging market, solidifying it as an essential segment in the broader packaging industry.

#### Flexible Packaging Market Trends/Drivers:

##### Sustainability and Environmental Concerns

One of the primary market drivers for flexible packaging is the growing emphasis on sustainability and environmental conservation. Consumers are becoming increasingly conscious of the ecological impact of their choices, thereby demanding greener packaging options. Flexible packaging often requires fewer materials and less energy to produce compared to traditional rigid packaging, thus reducing the carbon footprint. Many players in the market are investing in research and development to create biodegradable or recyclable flexible packaging solutions that further mitigate environmental impact. Regulatory bodies are also pushing for eco-friendly options, setting guidelines that encourage the reduction of waste and the use of sustainable materials. These converging factors make sustainability not just a trend but a significant driver in the expansion and acceptance of flexible packaging.

##### Consumer Convenience

Consumer convenience is another critical driver in the growth of the flexible packaging market. The modern lifestyle demands portability, resealability, and ease of use, all of which are offered by flexible packaging solutions. Packages that are easy to open, reseal, and dispose of are particularly popular among busy consumers who value convenience. Additionally, the flexibility of this type of packaging allows for a variety of

shapes and sizes, catering to a wider range of consumer needs and preferences. The demand for single-serve, on-the-go packaging options is on the rise, particularly in the food and beverage sector, further fueling market growth in this direction.

### Technological Advancements

The continuous advancements in technology serve as a significant market driver for flexible packaging. Innovations in material science enable the development of flexible packages that offer improved barrier properties, extending product shelf life and maintaining freshness. Advanced printing technologies, such as digital printing, offer high-quality aesthetic appeal and the capability for customization, making products more attractive to consumers. Furthermore, the integration of smart technologies, such as QR codes and NFC tags, adds value by providing consumers with additional information and interactive experiences. These technological strides not only meet but often exceed consumer expectations, playing a pivotal role in the growth and diversification of the flexible packaging market.

### Flexible Packaging Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global Flexible packaging market report, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on product type, raw material, printing technology, and application.

### Breakup by Product Type:

Printed Rollstock

Preformed Bags and Pouches

Others

Printed rollstock represents the largest market segment

The report has provided a detailed breakup and analysis of the flexible packaging market based on the product type. This includes printed rollstock, preformed bags and pouches, and others. According to the report, printed rollstock represented the largest segment.

Printed rollstock is essentially a continuous roll of flexible packaging material that has been pre-printed with graphics, text, branding, and other design elements. Printed rollstock can be made from various flexible packaging materials, including flexible films,

such as polyethylene (PE), polypropylene (PP), and polyethylene terephthalate (PET), aluminum foil, and laminates. Advanced printing techniques are also used to achieve high-quality graphics and branding. Moreover, printed rollstock is highly customizable, allowing brands to incorporate their logos, product information, nutritional facts, barcodes, and marketing messages directly onto the packaging material. This customization enhances product visibility and consumer engagement

#### Breakup by Raw Material:

Plastic

Paper

Aluminium Foil

Cellulose

Plastic represents the largest market segment

A detailed breakup and analysis of the flexible packaging market based on the raw material has also been provided in the report. This includes plastic, paper, aluminium foil, and cellulose. According to the report, plastic accounted for the largest market share.

Plastic is undeniably the key raw material for flexible packaging. The flexibility, versatility, and cost-effectiveness of plastic materials have made them the primary choice for a wide range of packaging applications. Plastic materials are highly versatile, allowing for the production of a wide variety of flexible packaging formats, including bags, pouches, wraps, shrink sleeves, and more. They can be tailored to suit the specific requirements of different products. Plastics can be engineered to offer specific barrier properties. For instance, they can be designed to provide excellent oxygen, moisture, light, or odor barriers, ensuring product freshness and quality.

#### Breakup by Printing Technology:

Flexography

Rotogravure

Digital

Others

Flexography represents the largest market segment

The report has provided a detailed breakup and analysis of the flexible packaging market based on printing technology. This includes flexography, rotogravure, digital, and others. According to the report, flexography represented the largest segment.

The segmentation of the flexible packaging market based on the printing technology of flexography provides nuanced insights that are essential for targeted product development and marketing strategies. Within the flexography segment, several key variables warrant consideration. The type of ink used can serve as a significant differentiator. Businesses may opt for water-based, solvent-based, or UV-curable inks, each catering to different sustainability, speed, and quality requirements. Moreover, press configurations, such as inline, stack, or central impression presses, can form distinct market segments. The choice of press influences print quality, production speed, and cost, thereby meeting different industrial requirements. The market can be segmented by the end-use application within flexible packaging, whether it be for the food & beverage industry, pharmaceuticals, or consumer goods. Each of these sectors may have unique needs in terms of print quality, regulatory compliance, and durability. Furthermore, geographical location can also contribute to market segmentation. For example, emerging markets might focus on cost-efficiency, while developed markets could prioritize advanced features like high-resolution printing or eco-friendly inks. These subdivisions within the flexographic printing technology segment enables businesses to formulate customized solutions, leading to a more competitive position in the flexible packaging market.

#### Breakup by Application:

Food and Beverages

Pharmaceuticals

Cosmetics

Others

Food and beverages represent the largest market segment

A detailed breakup and analysis of the flexible packaging market based on the application has also been provided in the report. This includes food and beverages, pharmaceuticals, cosmetics, and others. According to the report, food and beverages accounted for the largest market share.

Understanding the market segmentation based on application, specifically within the Food and Beverages sector, is crucial for effective targeting and product development in

the flexible packaging industry. Within this broad category, several important segments can be identified. The market can be divided based on the type of food or beverage being packaged. Different types of products such as dairy, snacks, beverages, and frozen foods have distinct packaging requirements in terms of barrier properties, shelf life, and temperature sensitivity. Moreover, the convenience factor plays a significant role in segmentation. Packaging solutions that offer ease of use, such as resealable packages or single-serve options, cater to a particular consumer segment that prioritizes convenience. The health and sustainability concerns are increasingly influencing market segmentation. Eco-friendly options like biodegradable or recyclable materials target a growing segment of consumers who are environmentally conscious. Furthermore, regulatory compliance can also serve as a basis for market segmentation, particularly for products that need to meet specific food safety or labeling standards. These key segments within the food and beverages application of flexible packaging, companies can better tailor their products and marketing strategies. This enables them to meet the specific needs and preferences of various consumer groups, thereby gaining a competitive edge in the market.

#### Breakup by Region:

Asia Pacific

Europe

North America

Middle East and Africa

Latin America

Asia Pacific exhibits a clear dominance, accounting for the largest Flexible packaging market share

The report has also provided a comprehensive analysis of all the major regional markets, which include Asia Pacific, North America, Europe, the Middle East and Africa, and Latin America. According to the report, Asia Pacific was the largest market for flexible packaging.

Asia Pacific offers a lucrative market for flexible packaging manufacturers, especially with individual countries, such as China and India each of which has unique consumer behaviors, regulatory landscapes, and market dynamics. Moreover, economic factors, such as GDP growth, industrialization, and consumer spending can further sub-divide the market. For example, emerging economies may prioritize cost-effective solutions, while more developed countries could focus on premium or sustainable packaging



options. The cultural nuances influence packaging preferences and therefore must be considered in segmentation. Different cultural attitudes toward sustainability, convenience, and aesthetics can shape consumer choices in various sub-regions. Furthermore, distribution channels can also serve as a basis for segmentation, as urban areas may have a more extensive retail infrastructure compared to rural areas, thereby influencing the kind of flexible packaging solutions that are most effective. By these various segments within the Asia Pacific region, companies can tailor their flexible packaging offerings and marketing strategies to meet specific local demands, regulatory conditions, and consumer preferences. This enables a more focused and effective approach to capturing market share in this rapidly evolving region.

#### Competitive Landscape:

Key market players in the flexible packaging sector are increasingly focusing on sustainability and innovation to maintain a competitive edge. Many are investing heavily in research and development to create eco-friendly, biodegradable, or recyclable materials that meet both consumer demand and regulatory requirements. Concurrently, these players are leveraging advanced technologies, such as 3D printing and nanotechnology, to improve packaging integrity and extend product shelf life. Automation and data analytics are also being adopted to enhance manufacturing efficiency and supply chain management. Additionally, strategic partnerships and acquisitions are common activities aimed at expanding product portfolios and entering new market segments. By blending technology, sustainability, and strategic growth, these market leaders are shaping the future of the flexible packaging industry.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Amcor Limited  
Bemis Company  
Berry Global Group, Inc  
Mondi Limited  
Sealed Air  
Aluflexpack AG  
Bak Ambalaj Sanayi  
Constantia Flexibles  
Clondalkin Group  
Danaflex Group  
DS Smith Plc

Glenroy, Inc  
Huhtamaki PPL Limited  
Printpack, Inc.  
ProAmpac Intermediate, Inc.

#### Recent Developments:

In September 2023, Berry Global Group, Inc. (NYSE: BERY) (“Berry” or the “Company”), today announced that it has initiated a formal process to evaluate strategic alternatives for its Health, Hygiene and Specialties segment (“HH&S”), which is a leading provider of nonwovens, specialty films, and tapes for a broad range of end markets, including healthcare, hygiene, consumer, building and construction, and industrials.

In July 2023, SEE (NYSE: SEE), formerly Sealed Air, and ExxonMobil announced their collaboration aimed at advanced recycling initiative for food-grade plastics.

In June 2023, Bak Ambalaj Sanayi announced that it completed the international InterPack 2023 Fair, which takes the pulse of the packaging industry, in a pleasant and productive way. It showcased its flexible packaging solutions, sustainability-focused works, and new developments at the global fair.

#### Key Questions Answered in This Report

1. What was the size of the global flexible packaging market in 2023?
2. What is the expected growth rate of the global flexible packaging market during 2024-2032?
3. What are the key factors driving the global flexible packaging market?
4. What has been the impact of COVID-19 on the global flexible packaging market?
5. What is the breakup of the global flexible packaging market based on the product type?
6. What is the breakup of the global flexible packaging market based on raw material?
7. What is the breakup of the global flexible packaging market based on the printing technology?
8. What is the breakup of the global flexible packaging market based on the application?
9. What are the key regions in the global flexible packaging market?
10. Who are the key players/companies in the global flexible packaging market?



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