

GCC Flexible Packaging Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The GCC flexible packaging market size reached US\$ 3.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 4.9 Billion by 2028, exhibiting a growth rate (CAGR) of 6.6% during 2023-2028.

Flexible packaging refers to any package that is made up of flexible and easy yielding materials that has no rigid structure of its own (such as hard plastics), but actually conforms – and follows the contours of – the product that is enclosed within it. Flexible packaging may include bags, pouches, liners, plastic, film, aluminum foil, metalized or coated paper or film, or any combination of these materials. Flexible packaging currently represents the fastest growing segment of the packaging industry and is used for consumer and institutional products and in industrial applications, to protect, market, and distribute a vast array of products.

The market for flexible packaging is currently exhibiting strong growth in the GCC region largely driven by a continuous growth in its end use sectors such as food, retail, consumer goods, pharmaceuticals, etc. Catalyzed by rising levels of urbanization, changing dietary habits, large expatriate population and increasing penetration of organized retail formats such as hypermarkets and supermarkets, the processed and packaged food market in the GCC region is currently exhibiting strong growth. Moreover, driven by economic growth and rising personnel disposable incomes, the retail and consumer goods market in the region is also experiencing strong growth. Additionally, the rising prevalence of various chronic and acute diseases coupled with increasing geriatric population is driving the demand of pharmaceuticals in the region.

Flexible packaging offers numerous advantages over rigid packaging. It helps in extending the shelf life of various products, particularly food, and has a positive sustainability profile. Flexible packaging also requires lower energy to produce and to transport, and generates lower quantities of greenhouse gases. Additionally, it also offers convenience to consumers as it is light-weight, easy to open, carry, store, and reseal. All the major traditional benefits of rigid packaging can be realized from flexible packaging with the added advantages of lower cost and greater flexibility.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the GCC flexible packaging market report, along with forecasts at the regional and country level from 2023-2028. Our report has categorized the market based on raw material type, product type, application and printing technology.

Regional Insights:

Saudi Arabia
UAE
Oman
Kuwait
Bahrain
Qatar

Based on the region, the market has been segmented into Saudi Arabia, UAE, Oman, Kuwait, Bahrain and Qatar. Currently, Saudi Arabia dominates the total GCC flexible packaging market.

Breakup by Raw Material Type:

Polymer
Paper
Foil

Based on the raw material type, the market has been segmented into polymer, paper and foil. Polymers currently represent the most popular raw material type.

Breakup by Product Type:

Pouches and Bags
Squeezable Bottles
Others

Based on the product type, pouches and bags represent the biggest segment.

Breakup by Application:

Food and Beverages
Non-Food
Consumer Products
Pharmaceuticals
Others

Based on the application, the food and beverages industry dominates the flexible packaging market.

Breakup by Printing Technology:

Rotogravure
Flexography
Offset
Digital
Others

On the basis of printing technology, the market has been segmented into rotogravure, flexography, offset, digital and others. Amongst these, rotogravure currently represents the most popular printing technology.

Competitive Landscape:

The report has also analysed the competitive landscape of the GCC flexible packaging market. Some of the key players include:

Huhtamaki
Rotopak
Arabian Packaging
Integrated Plastics Packaging

Emirates Printing Press
Emirates Technopack
Fujairah Plastics
Amber Packaging Industries LLC
Saudi Printing & Packaging Co.
Printo Pack
APSCO

Key Questions Answered in This Report:

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

What has been the impact of COVID-19 on the GCC flexible packaging industry?

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

What are the major application segments in the GCC flexible packaging industry?

What are the major raw material types in the GCC flexible packaging industry?

What are the key product types in the GCC flexible packaging industry?

What are the key printing technologies in the GCC flexible packaging industry?

What are the price trends of flexible packaging in the GCC region?

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

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

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

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

How is flexible packaging manufactured?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GCC PACKAGING MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Market Breakup by Type
- 5.4 Market Forecast

6 GCC FLEXIBLE PACKAGING MARKET

- 6.1 Market Overview
- 6.2 Market Performance
- 6.3 Impact of COVID-19
- 6.4 Market Breakup by Region
- 6.5 Market Breakup by Raw Material Type
- 6.6 Market Breakup by Product Type
- 6.7 Market Breakup by Application

6.8 Market Breakup by Printing Technology

6.9 Market Forecast

6.10 SWOT Analysis

6.10.1 Overview

6.10.2 Strengths

6.10.3 Weaknesses

6.10.4 Opportunities

6.10.5 Threats

6.11 Value Chain Analysis

6.11.1 Overview

6.11.2 Research and Development

6.11.3 Raw Material Procurement

6.11.4 Manufacturing

6.11.5 Marketing

6.11.6 Distribution

6.11.7 End-Use

6.12 Porters Five Forces Analysis

6.12.1 Overview

6.12.2 Bargaining Power of Buyers

6.12.3 Bargaining Power of Suppliers

6.12.4 Degree of Competition

6.12.5 Threat of New Entrants

6.12.6 Threat of Substitutes

6.13 Price Analysis

6.13.1 Key Price Indicators

6.13.2 Price Structure

7 MARKET BREAKUP BY REGION

7.1 Saudi Arabia

7.1.1 Current Trends

7.1.2 Market Forecast

7.2 UAE

7.2.1 Current Trends

7.2.2 Market Forecast

7.3 Oman

7.3.1 Current Trends

7.3.2 Market Forecast

7.4 Kuwait

- 7.4.1 Current Trends
- 7.4.2 Market Forecast
- 7.5 Bahrain
 - 7.5.1 Current Trends
 - 7.5.2 Market Forecast
- 7.6 Qatar
 - 7.6.1 Current Trends
 - 7.6.2 Market Forecast

8 MARKET BREAKUP BY RAW MATERIAL TYPE

- 8.1 Polymer
 - 8.1.1 Current Trends
 - 8.1.2 Market Forecast
- 8.2 Paper
 - 8.2.1 Current Trends
 - 8.2.2 Market Forecast
- 8.3 Foil
 - 8.3.1 Current Trends
 - 8.3.2 Market Forecast

9 MARKET BREAKUP BY PRODUCT TYPE

- 9.1 Pouches and Bags
 - 9.1.1 Current Trends
 - 9.1.2 Market Forecast
- 9.2 Squeezable Bottles
 - 9.2.1 Current Trends
 - 9.2.2 Market Forecast
- 9.3 Others
 - 9.3.1 Current Trends
 - 9.3.2 Market Forecast

10 MARKET BREAKUP BY APPLICATION

- 10.1 Food and Beverages
 - 10.1.1 Current Trends
 - 10.1.2 Market Forecast
- 10.2 Non-Food

- 10.2.1 Current Trends
- 10.2.2 Market Forecast
- 10.3 Consumer Products
 - 10.3.1 Current Trends
 - 10.3.2 Market Forecast
- 10.4 Pharmaceuticals
 - 10.4.1 Current Trends
 - 10.4.2 Market Forecast
- 10.5 Others
 - 10.5.1 Current Trends
 - 10.5.2 Market Forecast

11 MARKET BREAKUP BY PRINTING TECHNOLOGY

- 11.1 Rotogravure
 - 11.1.1 Current Trends
 - 11.1.2 Market Forecast
- 11.2 Flexography
 - 11.2.1 Current Trends
 - 11.2.2 Market Forecast
- 11.3 Offset
 - 11.3.1 Current Trends
 - 11.3.2 Market Forecast
- 11.4 Digital
 - 11.4.1 Current Trends
 - 11.4.2 Market Forecast
- 11.5 Others
 - 11.5.1 Current Trends
 - 11.5.2 Market Forecast

12 FLEXIBLE PACKAGING MANUFACTURING PROCESS

- 12.1 Product Overview
- 12.2 Raw Material Requirements
- 12.3 Manufacturing Process
- 12.4 Key Success and Risk Factors

13 COMPETITIVE LANDSCAPE

13.1 Market Structure

13.2 Key Players

13.3 Profiles of Key Players

13.3.1 Huhtamaki

13.3.2 Rotopak

13.3.3 Arabian Packaging

13.3.4 Integrated Plastics Packaging

13.3.5 Emirates Printing Press

13.3.6 Emirates Technopack

13.3.7 Fujairah Plastics

13.3.8 Amber Packaging Industries LLC

13.3.9 Saudi Printing & Packaging Co.

13.3.10 Printo Pack

13.3.11 APSCO

List Of Tables

LIST OF TABLES

Table 1: GCC: Packaging Market: Key Industry Highlights, 2022 and 2028

Table 2: GCC: Flexible Packaging Market: Key Industry Highlights, 2022 and 2028

Table 3: GCC: Flexible Packaging Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 4: GCC: Flexible Packaging Market Forecast: Breakup by Raw Material Type (in Million US\$), 2023-2028

Table 5: GCC: Flexible Packaging Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 6: GCC: Flexible Packaging Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 7: GCC: Flexible Packaging Market Forecast: Breakup by Printing Technology (in Million US\$), 2023-2028

Table 8: Flexible Packaging: Raw Material Requirements

Table 9: GCC: Flexible Packaging Market Structure

Table 10: GCC: Flexible Packaging Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: GCC: Flexible Packaging Market: Major Drivers and Challenges
- Figure 2: GCC: Packaging Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: GCC: Packaging Market: Sales Volume (in Kilo Tons), 2017-2022
- Figure 4: GCC: Packaging Market: Breakup by Type (in %), 2022
- Figure 5: GCC: Packaging Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 6: GCC: Packaging Market Forecast: Sales Volume (in Kilo Tons), 2023-2028
- Figure 7: GCC: Flexible Packaging Market: Sales Value (in Billion US\$), 2017-2022
- Figure 8: GCC: Flexible Packaging Market: Sales Volume (in Kilo Tons), 2017-2022
- Figure 9: GCC: Flexible Packaging Market: Breakup by Region (in %), 2022
- Figure 10: GCC: Flexible Packaging Market: Breakup by Raw Material Type (in %), 2022
- Figure 11: GCC: Flexible Packaging Market: Breakup by Product Type (in %), 2022
- Figure 12: GCC: Flexible Packaging Market: Breakup by Application (in %), 2022
- Figure 13: GCC: Flexible Packaging Market: Breakup by Printing Technology (in %), 2022
- Figure 14: GCC: Flexible Packaging Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 15: GCC: Flexible Packaging Market Forecast: Sales Volume (in Kilo Tons), 2023-2028
- Figure 16: GCC: Flexible Packaging Industry: SWOT Analysis
- Figure 17: GCC: Flexible Packaging Industry: Value Chain Analysis
- Figure 18: GCC: Flexible Packaging Industry: Porter's Five Forces Analysis
- Figure 19: Saudi Arabia: Flexible Packaging Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 20: Saudi Arabia: Flexible Packaging Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 21: UAE: Flexible Packaging Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 22: UAE: Flexible Packaging Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 23: Oman: Flexible Packaging Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 24: Oman: Flexible Packaging Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 25: Kuwait: Flexible Packaging Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 26: Kuwait: Flexible Packaging Market Forecast: Sales Value (in Million US\$), 2023-2028

2023-2028

Figure 27: Bahrain: Flexible Packaging Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Bahrain: Flexible Packaging Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Qatar: Flexible Packaging Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Qatar: Flexible Packaging Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: GCC: Flexible Packaging Market (Polymer): Sales Value (in Million US\$), 2017 & 2022

Figure 32: GCC: Flexible Packaging Market (Polymer) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: GCC: Flexible Packaging Market (Paper): Sales Value (in Million US\$), 2017 & 2022

Figure 34: GCC: Flexible Packaging Market (Paper) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: GCC: Flexible Packaging Market (Foil): Sales Value (in Million US\$), 2017 & 2022

Figure 36: GCC: Flexible Packaging Market (Foil) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: GCC: Flexible Packaging Market (Pouches and Bags): Sales Value (in Million US\$), 2017 & 2022

Figure 38: GCC: Flexible Packaging Market (Pouches and Bags) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: GCC: Flexible Packaging Market (Squeezable Bottles): Sales Value (in Million US\$), 2017 & 2022

Figure 40: GCC: Flexible Packaging Market (Squeezable Bottles) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: GCC: Flexible Packaging Market (Others): Sales Value (in Million US\$), 2017 & 2022

Figure 42: GCC: Flexible Packaging Market (Others) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: GCC: Flexible Packaging Market (Food and Beverages): Sales Value (in Million US\$), 2017 & 2022

Figure 44: GCC: Flexible Packaging Market (Food and Beverages) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: GCC: Flexible Packaging Market (Non-Food): Sales Value (in Million US\$), 2017 & 2022

Figure 46: GCC: Flexible Packaging Market (Non-Food) Forecast: Sales Value (in

Million US\$), 2023-2028

Figure 47: GCC: Flexible Packaging Market (Consumer Products): Sales Value (in Million US\$), 2017 & 2022

Figure 48: GCC: Flexible Packaging Market (Consumer Products) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: GCC: Flexible Packaging Market (Pharmaceuticals): Sales Value (in Million US\$), 2017 & 2022

Figure 50: GCC: Flexible Packaging Market (Pharmaceuticals) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: GCC: Flexible Packaging Market (Other Applications): Sales Value (in Million US\$), 2017 & 2022

Figure 52: GCC: Flexible Packaging Market (Other Applications) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: GCC: Flexible Packaging Market (Rotogravure): Sales Value (in Million US\$), 2017 & 2022

Figure 54: GCC: Flexible Packaging Market (Rotogravure) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: GCC: Flexible Packaging Market (Flexography): Sales Value (in Million US\$), 2017 & 2022

Figure 56: GCC: Flexible Packaging Market (Flexography) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: GCC: Flexible Packaging Market (Offset): Sales Value (in Million US\$), 2017 & 2022

Figure 58: GCC: Flexible Packaging Market (Offset) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: GCC: Flexible Packaging Market (Digital): Sales Value (in Million US\$), 2017 & 2022

Figure 60: GCC: Flexible Packaging Market (Digital) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: GCC: Flexible Packaging Market (Other Printing Technologies): Sales Value (in Million US\$), 2017 & 2022

Figure 62: GCC: Flexible Packaging Market (Other Printing Technologies) Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Flexible Packaging Manufacturing: Process Flow

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