

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?

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