

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

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## **Abstracts**

The North America flexible packaging market size reached US\$ 46.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 62.3 Billion by 2032, exhibiting a growth rate (CAGR) of 3.1% during 2024-2032.

Flexible packaging refers to a packaging made up of flexible and easily yielding materials that can be easily molded into different shapes. It is made up of high-quality film, paper and aluminum foils so that it can provide a wide range of protective characteristics. Moreover, it is produced in a variety of ways, such as a pouch, line, bag and can resonate with any type of packaging. Flexible packaging is used in different industries, such as food and beverage, pharmaceutical, cosmetic, and automobile, to protect the contents from damage, dust, dirt, leakage, pilferage, evaporation and water.

North America flexible packaging market is currently being driven by several factors. The increasing advancements in the packaging technology and the popularity of flexible packaging among consumers have catalyzed its demand in the region. Moreover, it is a cost-effective alternative to storage issues which minimizes product wastes along with keeping the food safe and healthy. Other factors that are driving the market growth include its customizing ability, safety assurance, reusability, transparency and reliability. In addition to this, flexible packaging supports on-the-go lifestyles of the consumers for

carrying food items anywhere. Furthermore, the long shelf life of the flexible packaging materials and diverse utilization by end-users have also accelerated its demand in the region. Additionally, the rising demand for eco-friendly flexible packaging materials and products will continue to fuel the demand in upcoming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America flexible packaging market report, along with forecasts at the regional and country level from 2024-2032. Our report has categorized the market based on product type, raw material, printing technology and application.

#### Key Regions Analysed

United States

Canada

#### Analysis for Each Country

#### Market by Product Type

Printed Rollstock

Preformed Bags and Pouches

Others

#### Market by Raw Material

Plastic

Paper

Others

#### Market by Printing Technology

Flexography

Rotogravure

Digital

Others

#### Market by Application

Food and Beverages

Pharmaceuticals

Cosmetics

Others

Value Chain Analysis  
Key Drivers and Challenges  
Government Regulations  
Competitive Landscape  
Competitive Structure  
Key Player Profiles

#### Key Questions Answered in This Report

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

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