

Pouches Market by Material (Plastic, Metal, Paper, Bioplastics), Treatment Type (Standard, Aseptic, Retort, Hot-fill), Product (Flat, Stand-up), Closure Type (Tear Notch, Zipper, Spout), End Use (Food and Beverages, Healthcare, Personal Care and Cosmetics, Homecare, and Others), and Region 2023-2028

https://marketpublishers.com/r/PEA8952C7C56EN.html

Date: March 2023

Pages: 147

Price: US\$ 2,499.00 (Single User License)

ID: PEA8952C7C56EN

Abstracts

Market Overview:

The global pouches market size reached US\$ 49.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 67.7 Billion by 2028, exhibiting a growth rate (CAGR) of 5.2% during 2023-2028. The rising sales of packaged and frozen food, the escalating demand for faster transportation and shipping, and continual product innovations, such as the development of reusable PET multilayer films and foodgrade plastic, represent some of the key factors driving the market.

Pouches refer to flexible small bags or sacks that are specially designed for wrapping up products and articles in small quantities. They are made by using multiple layers of films that keep the contents protected from moisture, light, and odor. Due to their chemical inertness, pouches are widely used for packaging pharmaceuticals, food, pet foods, and cosmetics. The use of flexible packaging products, such as pouches, increases the profit margin of end-use companies as they require fewer raw materials and reduce packaging costs. Shipping costs can be lowered by flat-packing products in pouches, which makes them a preferred packaging material as compared to boxes and cans. Some of the beneficial features of pouches include their easy opening feature (like a tear notch and laser perforation), easy usage (with zippers and shapes), and convenient reclosability.



Pouches Market Trends:

A considerable rise in packaged and frozen food sales is a significant factor driving the market. This can be attributed to the growing number of working individuals leading hectic lifestyles, resulting in the shifting consumer preference towards ready-to-eat (RTE) meals. In line with this, the escalating demand for faster transportation and shipping is leading to a higher product uptake on the global level. Moreover, the easy availability of multiple closure options, including spout, zipper, and tear notch pouches, is positively impacting the market. However, the growing awareness regarding the adverse effects of single-use plastic, increasing plastic landfills, and the rising carbon footprint are some of the key factors hindering the market growth. On the contrary, continual product innovations, such as the development of paper, reusable PET multilayer films, and food-grade bio-based plastic pouches, are propelling the market. Additionally, the increased use of post-consumer recycled content in pouches due to an enhanced focus on sustainability and recycling is creating a positive market outlook. Furthermore, the rising popularity of online shopping and significant growth in the ecommerce industry are providing an impetus to the market. Some of the other factors contributing to the market include easy product availability in online and offline organized retail channels, rapid urbanization and industrialization, inflating disposable income levels and extensive research and development (R&D) activities.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global pouches market, along with forecasts at the global, regional, and country level from 2023-2028. Our report has categorized the market based on material, treatment type, product, closure type and end use.

Material Insights:

Plastic

Metal

Paper

Bioplastics

The report has provided a detailed breakup and analysis of the pouches market based on the material. This includes plastic, metal, paper, and bioplastics. According to the report, plastics represented the largest segment.



Treatment Type Insights:
Standard Aseptic Retort Hot-fill
The report has provided a detailed breakup and analysis of the pouches market based on the treatment type. This includes standard, aseptic, retort, and hot-fill. According to the report, standard represented the largest segment.
Product Insights:
Flat Stand-up
The report has provided a detailed breakup and analysis of the pouches market based on the product. This includes flat and stand-up. According to the report, flat represented the largest segment.
Closure Type Insights:
Tear Notch Zipper Spout
The report has provided a detailed breakup and analysis of the pouches market based on the closure type. This includes tear notch, zipper, and spout. According to the report, spout closure represented the largest segment.
End Use Insights:
Food and Beverages Healthcare Personal Care and Cosmetics Homecare Others



A detailed breakup and analysis of the pouches market based on the end use has also been provided in the report. This includes food and beverages, healthcare, personal care and cosmetics, homecare, and others. According to the report, food and beverages accounted for the largest market share.

Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific was the largest market for pouches. Some of the factors driving the Asia Pacific pouches market include the presence of numerous players in the food and beverage



industry, the growing number of working individuals resulting in the shifting consumer preference towards ready-to-eat (RTE) meals, the increased use of post-consumer recycled content in pouches due to an enhanced focus on sustainability, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global pouches market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Amcor plc, Constantia Flexibles, Coveris, Goglio SpA, Guala Pack S.p.a., Huhtam?ki Oyj, Korozo, Mondi Plc, Proampac, Sealed Air, Smurfit Kappa Group Plc, Sonoco Products Company, Wipf Holding AG, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

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

What are the drivers, restraints, and opportunities in the global pouches market? What are the key regional markets?

Which countries represent the most attractive pouches markets?

What is the breakup of the market based on the material?

What is the breakup of the market based on the treatment type?

What is the breakup of the market based on the product?

What is the breakup of the market based on the closure type?

What is the breakup of the market based on end use?

What is the competitive structure of the global pouches market?

Who are the key players/companies in the global pouches market?



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 GLOBAL POUCHES MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY MATERIAL

- 6.1 Plastic
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Metal
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Paper



- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Bioplastics
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY TREATMENT TYPE

- 7.1 Standard
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Aseptic
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Retort
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Hot-fill
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY PRODUCT

- 8.1 Flat
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Stand-up
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY CLOSURE TYPE

- 9.1 Tear Notch
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Zipper
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Spout



- 9.3.1 Market Trends
- 9.3.2 Market Forecast

10 MARKET BREAKUP BY END USE

- 10.1 Food and Beverages
 - 10.1.1 Market Trends
 - 10.1.2 Market Forecast
- 10.2 Healthcare
 - 10.2.1 Market Trends
 - 10.2.2 Market Forecast
- 10.3 Personal Care and Cosmetics
 - 10.3.1 Market Trends
 - 10.3.2 Market Forecast
- 10.4 Homecare
 - 10.4.1 Market Trends
 - 10.4.2 Market Forecast
- 10.5 Others
 - 10.5.1 Market Trends
 - 10.5.2 Market Forecast

11 MARKET BREAKUP BY REGION

- 11.1 North America
 - 11.1.1 United States
 - 11.1.1.1 Market Trends
 - 11.1.1.2 Market Forecast
 - 11.1.2 Canada
 - 11.1.2.1 Market Trends
 - 11.1.2.2 Market Forecast
- 11.2 Asia-Pacific
 - 11.2.1 China
 - 11.2.1.1 Market Trends
 - 11.2.1.2 Market Forecast
 - 11.2.2 Japan
 - 11.2.2.1 Market Trends
 - 11.2.2.2 Market Forecast
 - 11.2.3 India
 - 11.2.3.1 Market Trends



- 11.2.3.2 Market Forecast
- 11.2.4 South Korea
 - 11.2.4.1 Market Trends
 - 11.2.4.2 Market Forecast
- 11.2.5 Australia
 - 11.2.5.1 Market Trends
 - 11.2.5.2 Market Forecast
- 11.2.6 Indonesia
 - 11.2.6.1 Market Trends
 - 11.2.6.2 Market Forecast
- 11.2.7 Others
 - 11.2.7.1 Market Trends
 - 11.2.7.2 Market Forecast
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.1.1 Market Trends
 - 11.3.1.2 Market Forecast
 - 11.3.2 France
 - 11.3.2.1 Market Trends
 - 11.3.2.2 Market Forecast
 - 11.3.3 United Kingdom
 - 11.3.3.1 Market Trends
 - 11.3.3.2 Market Forecast
 - 11.3.4 Italy
 - 11.3.4.1 Market Trends
 - 11.3.4.2 Market Forecast
 - 11.3.5 Spain
 - 11.3.5.1 Market Trends
 - 11.3.5.2 Market Forecast
 - 11.3.6 Russia
 - 11.3.6.1 Market Trends
 - 11.3.6.2 Market Forecast
 - 11.3.7 Others
 - 11.3.7.1 Market Trends
 - 11.3.7.2 Market Forecast
- 11.4 Latin America
 - 11.4.1 Brazil
 - 11.4.1.1 Market Trends
 - 11.4.1.2 Market Forecast



- 11.4.2 Mexico
 - 11.4.2.1 Market Trends
 - 11.4.2.2 Market Forecast
- 11.4.3 Others
 - 11.4.3.1 Market Trends
- 11.4.3.2 Market Forecast
- 11.5 Middle East and Africa
 - 11.5.1 Market Trends
 - 11.5.2 Market Breakup by Country
 - 11.5.3 Market Forecast

12 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

- 12.1 Overview
- 12.2 Drivers
- 12.3 Restraints
- 12.4 Opportunities

13 VALUE CHAIN ANALYSIS

14 PORTERS FIVE FORCES ANALYSIS

- 14.1 Overview
- 14.2 Bargaining Power of Buyers
- 14.3 Bargaining Power of Suppliers
- 14.4 Degree of Competition
- 14.5 Threat of New Entrants
- 14.6 Threat of Substitutes

15 PRICE ANALYSIS

16 COMPETITIVE LANDSCAPE

- 16.1 Market Structure
- 16.2 Key Players
- 16.3 Profiles of Key Players
 - 16.3.1 Amcor plc
 - 16.3.1.1 Company Overview
 - 16.3.1.2 Product Portfolio



- 16.3.2 Constantia Flexibles
 - 16.3.2.1 Company Overview
 - 16.3.2.2 Product Portfolio
- **16.3.3 Coveris**
 - 16.3.3.1 Company Overview
 - 16.3.3.2 Product Portfolio
- 16.3.4 Goglio SpA
 - 16.3.4.1 Company Overview
 - 16.3.4.2 Product Portfolio
- 16.3.5 Guala Pack S.p.a.
 - 16.3.5.1 Company Overview
 - 16.3.5.2 Product Portfolio
- 16.3.6 Huhtam?ki Oyj
 - 16.3.6.1 Company Overview
 - 16.3.6.2 Product Portfolio
 - 16.3.6.3 Financials
- 16.3.7 Korozo
 - 16.3.7.1 Company Overview
 - 16.3.7.2 Product Portfolio
- 16.3.8 Mondi Plc
 - 16.3.8.1 Company Overview
 - 16.3.8.2 Product Portfolio
 - 16.3.8.3 Financials
 - 16.3.8.4 SWOT Analysis
- 16.3.9 Proampac
 - 16.3.9.1 Company Overview
 - 16.3.9.2 Product Portfolio
- 16.3.10 Sealed Air
 - 16.3.10.1 Company Overview
 - 16.3.10.2 Product Portfolio
 - 16.3.10.3 Financials
 - 16.3.10.4 SWOT Analysis
- 16.3.11 Smurfit Kappa Group Plc
 - 16.3.11.1 Company Overview
 - 16.3.11.2 Product Portfolio
 - 16.3.11.3 Financials
- 16.3.12 Sonoco Products Company
 - 16.3.12.1 Company Overview
 - 16.3.12.2 Product Portfolio



16.3.12.3 Financials

16.3.12.4 SWOT Analysis

16.3.13 Wipf Holding AG

16.3.13.1 Company Overview

16.3.13.2 Product Portfolio

Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report.



List Of Tables

LIST OF TABLES

Table 1: Global: Pouches Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Pouches Market Forecast: Breakup by Material (in Million US\$),

2023-2028

Table 3: Global: Pouches Market Forecast: Breakup by Treatment Type (in Million

US\$), 2023-2028

Table 4: Global: Pouches Market Forecast: Breakup by Product (in Million US\$),

2023-2028

Table 5: Global: Pouches Market Forecast: Breakup by Closure Type (in Million US\$),

2023-2028

Table 6: Global: Pouches Market Forecast: Breakup by End Use (in Million US\$),

2023-2028

Table 7: Global: Pouches Market Forecast: Breakup by Region (in Million US\$),

2023-2028

Table 8: Global: Pouches Market: Competitive Structure

Table 9: Global: Pouches Market: Key Players



List Of Figures

LIST OF FIGURES

Figure 1: Global: Pouches Market: Major Drivers and Challenges

Figure 2: Global: Pouches Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Pouches Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Pouches Market: Breakup by Material (in %), 2022

Figure 5: Global: Pouches Market: Breakup by Treatment Type (in %), 2022

Figure 6: Global: Pouches Market: Breakup by Product (in %), 2022

Figure 7: Global: Pouches Market: Breakup by Closure Type (in %), 2022

Figure 8: Global: Pouches Market: Breakup by End Use (in %), 2022

Figure 9: Global: Pouches Market: Breakup by Region (in %), 2022

Figure 10: Global: Pouches (Plastic) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Pouches (Plastic) Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 12: Global: Pouches (Metal) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Pouches (Metal) Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 14: Global: Pouches (Paper) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Pouches (Paper) Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 16: Global: Pouches (Bioplastics) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Pouches (Bioplastics) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Pouches (Standard) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Pouches (Standard) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Pouches (Aseptic) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Pouches (Aseptic) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Pouches (Retort) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Pouches (Retort) Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 24: Global: Pouches (Hot-fill) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Pouches (Hot-fill) Market Forecast: Sales Value (in Million US\$),

2023-2028



Figure 26: Global: Pouches (Flat) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Pouches (Flat) Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 28: Global: Pouches (Stand-up) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Pouches (Stand-up) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Pouches (Tear Notch) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Pouches (Tear Notch) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Global: Pouches (Zipper) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Global: Pouches (Zipper) Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 34: Global: Pouches (Spout) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Global: Pouches (Spout) Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 36: Global: Pouches (Food and Beverages) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Global: Pouches (Food and Beverages) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Global: Pouches (Healthcare) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Global: Pouches (Healthcare) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Global: Pouches (Personal Care and Cosmetics) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Global: Pouches (Personal Care and Cosmetics) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Global: Pouches (Homecare) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Global: Pouches (Homecare) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Global: Pouches (Other End Uses) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Global: Pouches (Other End Uses) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: North America: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: North America: Pouches Market Forecast: Sales Value (in Million US\$),



2023-2028

Figure 48: United States: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: United States: Pouches Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 50: Canada: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: Canada: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Asia-Pacific: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Asia-Pacific: Pouches Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 54: China: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: China: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Japan: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Japan: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: India: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: India: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: South Korea: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: South Korea: Pouches Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 62: Australia: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Australia: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Indonesia: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Indonesia: Pouches Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 66: Others: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Others: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Europe: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Europe: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Germany: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Germany: Pouches Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 72: France: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: France: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: United Kingdom: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: United Kingdom: Pouches Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 76: Italy: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 77: Italy: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 78: Spain: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 79: Spain: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028



Figure 80: Russia: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 81: Russia: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 82: Others: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 83: Others: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 84: Latin America: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 85: Latin America: Pouches Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 86: Brazil: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 87: Brazil: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 88: Mexico: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 89: Mexico: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 90: Others: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 91: Others: Pouches Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 92: Middle East and Africa: Pouches Market: Sales Value (in Million US\$), 2017 & 2022

Figure 93: Middle East and Africa: Pouches Market: Breakup by Country (in %), 2022

Figure 94: Middle East and Africa: Pouches Market Forecast: Sales Value (in Million

US\$), 2023-2028

Figure 95: Global: Pouches Industry: Drivers, Restraints, and Opportunities

Figure 96: Global: Pouches Industry: Value Chain Analysis

Figure 97: Global: Pouches Industry: Porter's Five Forces Analysis



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