

# Active Packaging Market - Forecasts from 2021 to 2026

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## Abstracts

The active packaging market is projected to grow at a CAGR of 6.62% to reach a market size of US\$31.924 billion in 2026 from US\$20.386 billion in 2019. Active packaging is aimed at improving the performance of the package by infusing subsidiary constituents to the package (material or space). This emerging packaging system ensures that the food remains fresh and free from contamination and extends the shelf-life of the packaged food product.

Impact of COVID on the market.

The active packaging market was severely affected by the pandemic. The lockdown conditions in various parts of the world affected global trade. The companies had to shut down their manufacturing units thereby disrupting the demand and supply chain. However, pharmaceutical packaging witnessed growth due to the spread of COVID-19. The growing demand for medicines to support the treatment of COVID-19 propelled the demand for pharmaceutical packaging. It is estimated that post COVID when the economic conditions are back to normal the growing demand from end-user industries will boost growth in the active packaging market.

Market Drivers.

The

growing demand for packaged or ready-to-eat food is also growing the demand for active packaging in the market. The beverage industry incorporating bottled water, pouch

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## Market Developments.

In February 2020, Aptar a leader in consumer dispensing, active packaging, and drug delivery

solutions announced that it had acquired FusionPKG. FusionPKG is a leader in providing high-quality, prestige airless, and color cosmetics packaging. This acquisition will enable Aptar to grow Aptar's Beauty + Home segment margins.

In the year 2019, Aptar acquired 49% equity interest in three related BTY companies, a leading Chinese color cosmetics packaging manufacturer. This strategic investment will enable Aptar with complementary and distinctive capabilities.

BASF recently in the year 2020 completed the acquisition of Solvay's polyamide business. This deal was made for €1.3 billion. This acquisition will enable BASF to improve its supply reliability. It will be able to provide its customers with even better engineering plastics solutions.

In 2019 Amcor completed the acquisition of Bemis Company Inc., this acquisition will enable the company to increase its footprint and expand its capabilities to strengthen its presence in the industry.

The AIPIA China Summit,

held in July 2019, identified the benefits for several Chinese manufacturing industries of active and intelligent packaging technologies. The program was designed to illustrate China's smart packaging requirements and how the various innovations can be applied to provide real value for the packaging industry. In India, about 40% of food is lost before it is sold in the market; all the packaging is done in the stage of processing. Most of it traps moisture, which quickly deteriorates the food, thereby requiring active usage and intelligent packaging.

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The food industry is one of the largest end-user industries in the active packaging market. The advanced versions of active packaging materials release controlled quantities of ethanol into meat and bakery products that would help curb microbial growth in those food items. The choice of material used for active packaging depends on the type of food that is being preserved. For instance, in the case of cured meat, nuts and powdered milk reducing oxygen is beneficial. However, in the case of cheese, baked goods, fresh and processed meat, carbon dioxide has a positive impact. It helps impart an antimicrobial effect to certain food items.

The Asia Pacific will witness significant market growth.

The Asia Pacific region will witness lucrative growth in the forecast period. The growing demand for active packaging from the end-user industries will boost the demand in the region. Advancement in technology in the field of active packaging will make materials more affordable. China, Japan, and India are estimated to be some of the leading countries driving growth in the Asia Pacific region.

The North American region is a major shareholder in the active packaging market. Intensive research and development in the North American region have amplified growth in the active packaging market.

Major Players.



The major market players in the active packaging market are BASF SE, DuPont, Amcor Ltd., MicrobeGuard Corporation, Sealed Air Corporation, Dessicare Inc., Active Packaging, and Accutech Packaging. These companies are highly competitive and compete with each other on grounds of new product launches, agreeing to a partnership, or acquisition.

#### Segmentation:

##### By Packaging Technology

Oxygen Scavengers

Moisture Controllers

Antimicrobial Agents

UV Blocking

Others

##### By Application

Food

Beverages

Pharmaceuticals and Healthcare

Electronics Applications

Consumer Care

Others

##### By Geography

North America

U.S.

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

U.K

Germany

Italy

France

Netherlands

Spain

Others

Middle East and Africa

Israel

South Africa

Saudi Arabia

Others

Asia-Pacific

China

Japan

Australia

South Korea

India

Others

\*Note: The report will be dispatched in 2 business days.

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