

Global Blister Packaging Market - Forecasts from 2018 to 2023

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Abstracts

Global blister packaging market is projected to witness a CAGR of 6.67% during the forecast period to reach a total market size of US\$21.369 billion by 2023, increasing from US\$14.509 billion in 2017. Blister packaging is a type of packaging used to seal products in a cavity which is backed by cardboard paper, aluminium or film seal. The growing demand for conveniently packaged and tamper evident products along with increased concern towards sustainable packaging material have given a boost to the global blister packaging market. The increased demand from healthcare industry is also a major driving force for the growth of this market owing to its heavy application in pharmaceuticals segment. Blister packaging market is expected to grow at a tremendous rate during the forecast period with a large number of companies focusing on technological innovations to make blister packaging smarter such as tracking technology, leak detection system and several other advancements. However, the use of conventional material containing certain chemicals pose a threat to the market because of a shift in consumer base to other safer packaging materials and another major restraint is its inability to pack heavy goods.

By end users

By end users, the global blister packaging market is segmented as pharmaceuticals, consumer goods, and food. The blister packaging is widely being used in the pharmaceutical sector due to its ability to safeguard medicines and small medical devices from oxygen, odour, dampness and it also contributes in increasing their shelf life. The use of blister packaging will increase even further in the consumer goods market owing to its unique packaging designs and the visual appeal. The food industry has also witnessed a significant rise in blister packaging.

By Technology

On the basis of technology, blister packaging market can be segmented into thermoformed packaging and cold-formed packaging. Thermoforming packaging

involves heating sheets of PVC prior to insertion into blister machines. Cold formed packaging, on the other hand, does not require any application of heat. Instead of heat, cold formed packaging involves the use of a stamp to mold the sheets of laminated film into any particular form. Cold formed packaging is mainly used in pharma sector as it prevents moisture from entering the packaging. Thermoformed technology is expected to grow at a higher rate due to its cost-effectiveness and it also presents the scope of wider design options.

By Type

By type, blister packaging is segmented into Clamshell blisters, Blister Cards and Blister packs. Blister packs are heavily used in healthcare industry due to its convenient unit dose packaging. The use of clamshell or hinged blisters is further expanding in food and consumer goods market as it allows the customers to get a full view of the product and also maintains the freshness in case of food items. The increasing demand for consumer durables, Food and Beverages and Pharmaceuticals supports the growth of the Blister packaging market.

By Material

By material the blister packaging can be segmented into Polyvinyl Chloride (PVC), Polyvinylidene Chloride (PVDC), Cyclic olefin copolymer (COC), Polypropylene (PP) and others. PVC has been the most widely used material in the blister packaging due to its low cost and easy application in the process of thermoforming. However, there has been a shift towards other materials because of its poor barrier against moisture and its rigidity. There has been a trend towards the use of PVDC material along with PVC film to obtain high moisture and oxygen barrier properties. COC and PP are also being used in multi-layered combinations to form deep cavities in packaging. The other types of material that are used in blister packaging include cold form foils, lidding films and Polychlorotrifluoroethylene (PCTFE).

By Geography

Geographically the blister packaging market can be segmented into North America, Europe, Asia-Pacific and rest of the world. North America is expected to grow at a vigorous rate due to its increased demand for packaged products, shifting focus to eco-friendly packaging and rise in healthcare awareness. In Asia-Pacific Region countries like India and China present favorable growth opportunities for the market due to rising population and consumer spending. The availability of skilled labor and resources at low cost along with the government initiatives to encourage manufacturing have fuelled the growth process of the packaging industry in these regions.

Competitive Landscape

The global blister packaging market is highly fragmented owing to the presence of several multinational and local players. Market growth, development of innovative solutions, increased consumer demand, favorable government policies are some of the

key factors attracting new players in the market and thereby enhancing competitive rivalry. The competitive landscape details products, strategies, and investments being done by key companies to boost their market share.

Some of the major players discussed in this report are Bemis company, Amcor Ltd, Sonoco Products Company and WestRock among others.

Segmentation

The global blister packaging market has been segmented by end users, by technology, by type, by material, and by geography.

- By end users
 - o Pharmaceuticals
 - o Consumer goods
 - o Food
- By technology
 - o Thermoformed Packaging
 - o Cold-formed Packaging
- By Type
 - o Clamshell/ Hinged Blister
 - o Carded Blisters
- By Material
 - o Polyvinylchloride (PVC)
 - o Polyvinylidene chloride(PVDC)
 - o Cyclic olefin copolymer (COC)
 - o Polypropylene (PP)
 - o Others
- By Geography
 - o Americas
 - o North America
 - o South America
 - o Europe Middle East and Africa
 - o Europe
 - o Middle East and Africa
 - o Asia Pacific

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