

Europe Fresh Food Packaging Market Product Type (Vegetables & Fruits), Package material (Flexible Plastic, Paper & Board, Rigid Plastic, Metal & Others), Pack type (Flexible, Semi-Rigid & Rigid), Point of Sale (Retail & Bulk) - Trends and Forecast to 2020

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Abstracts

The demand for fresh food packaging has increased exponentially in recent times; particularly because of increasing health awareness concerns, emphasis on the quality of products and services, and the convenience of carrying packaged fresh food are the drivers for this market, especially in the European countries.

Major fresh food packaging companies and associations emphasize on spreading awareness about fresh food packaging, their lucrativeness for health and the environment, and cost-effectiveness.

The key players in the market have a strong distribution network across the world and the financial strength to sustain them. The same cannot be said about new entrants in the market. For the fresh food packaging market, it is essential to have a strong distribution network to enable timely delivery of the product to consumers whenever needed and to maintain standards. New entrants find it difficult to compete against the established players in this regard. The players in the global fresh food packaging market are well-established. It is very difficult for new players to enter the market and compete with established players.

The key players adopted inorganic growth strategies such as mergers and acquisitions to increase their scope in the market. These companies aimed at strengthening their position in the developed markets of Europe. They invested considerably to acquire fresh food packaging businesses of local as well as established market players to

reinforce their market position in the particular region.

Increasing population and increasing awareness of fresh packaged food drive the growth of the European fresh food packaging market. Factors such as the economic crisis of Greece, increasing raw material costs, severe issue of disposal of waste material generated during the manufacturing process are the biggest challenges faced by the key players in the market.

The fresh food packaging market is marked with intense competition due to the presence of a large number of both, big and small firms. New product launches, mergers & acquisitions, and partnerships and expansions are the key strategies adopted by market players to ensure their growth in the market. The key players the European fresh food packaging market are Amcor Limited (Australia), Coveris Holdings S.A (U.S.), Smurfit Kappa (Ireland), E. I. du Pont de Nemours and Company (U.S.), Mondi Group (South Africa), Bemis Company, Inc. (U.S.), International Paper Company (U.S.), DS Smith Plc (U.K.), Ultimate Packaging (U.K.), Univeg Group (Belgium), Schur Flexibles Group (Austria), PP Global (U.K.), and Temkin International Inc. (U.S). In this report, the fresh food packaging market is segmented into product type, package material, pack type, point of sale, and country.

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