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Feed Packaging Market by Pet (Dogs, Cats, Fish, and Birds), Livestock (Poultry, Ruminants, and Swine), Type (Flexible and Rigid), Feed Type (Dry, Wet, Pet Treats, and Chilled & Frozen), Material, and Region - Global Forecast to 2023

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Abstracts

"Innovations in pet food and livestock feed packaging products are expected to drive the overall growth of the feed packaging (market."

The global feed packaging market size is projected to grow from USD 13.8 billion in 2018 to USD 17.8 billion by 2023, at a Compound Annual Growth Rate (CAGR) of 5.2% during the forecast period. The feed packaging market is driven by various factors such as rising competition, product differentiation through packaging products, and innovations in pet food packaging products. However, the need for greater technological understanding for other packaging forms can hinder the growth of this market. Moreover, the feed packaging market is further bifurcated into pet food and livestock feed packaging.

"The wet feed type segment is projected to grow at a higher CAGR during the forecast period. "

The feed packaging (for pets) market has been categorized as dry, wet, pet treats, and chilled & frozen. Wet food was traditionally packed in metal cans. However, they are now packed in retort pouches or trays with peelable lids. The consumption of wet food has also become popular over the last few years due to the associated health benefits, its taste, and its easy digestibility in pets. These factors, in turn, have propelled the market growth of wet pet food. However, factors such as short shelf-life and contamination issues are restraining the market growth of wet food. Due to this,

manufacturers prefer opting for effective packaging solutions to minimize such risks. Thus, various players in the packaging market are taking initiatives to provide innovative packaging solutions that would help in increasing the shelf-life of wet food without compromising on its nutrients and palatability. This is projected to contribute to the growth of the wet pet food packaging market in the upcoming years.

Further, the feed packaging (for livestock) market has been categorized as dry and wet. The wet form of feed offers several benefits such as forming of less dust, ease of mixing, and uniformity in the form of the final product. However, the usage of wet feed products remains less common in comparison to dry feed, since these feed products are difficult to handle—right from their production to storage and mostly during transportation—which further creates supply and logistical challenges. This can be overcome with proper packaging. Moreover, with the increasing use of various liquid feed additives and ingredients in the feed, wet feed is expected to generate significant demand for packaging in this segment.

“The flexible type segment is projected to hold a larger market share during the forecast period.”

Feed packaging plays a major role in protecting pet food as well as providing convenience to its users. Flexible packaging utilizes plastic, paper, jute, and aluminum foil. Flexible packaging is light in weight, is efficient in the distribution channel, and is convenient to handle during logistic processes. Packages made from flexible materials can be practically made into any shape imaginable, and the inclusion of fitments and opening features is quite straightforward. Moreover, the high demand for flexible packaging is based on the fact that it is all-purpose, efficient, and is not limited in printing methods. Furthermore, flexible type of packaging involves lesser production and transportation costs compared to rigid packaging, and hence, becomes affordable to end consumers. This has been the major driving factor for the livestock feed packaging market.

“APAC is projected to record the highest growth rate in feed packaging for both pets and livestock market during the forecast period.”

APAC is projected to have the highest growth rate during the forecast period. Emerging economies such as China, Japan, India, and Brazil have favorable market potential for pet food packaging; this has led to pet food manufacturers adopting strategies such as expansions and mergers to cater to the growing demand for product differentiations to provide high-quality packaging finish with effective graphical representation and ingredient and labeling requirements. Further, growing pet population, increasing per capita pet care expenditure (due to change in lifestyle and growing nuclear families), and the rising premiumization and humanization trends are propelling pet food manufacturers to stand out in the market and seek well-packaged and labeled food for their pets. As the market is fragmented, it offers huge opportunities to pet food packaging product manufacturers to invest and acquire a large-growing customer base. Meanwhile, North America is projected to hold the largest market share during the forecast period.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, pet food and feed manufacturers, and executives from various key organizations operating in the feed and feed packaging Industries.

Furthermore, APAC is projected to have the highest growth rate during the forecast period in the feed packaging (for livestock) market. The market for livestock feed packaging in these regions is mainly driven by the evolution of animal husbandry and a need for feed shelf-life extension. The rising awareness among livestock rearers about the benefits of feed packaging in the region has encouraged feed manufacturers to provide innovative and highly safe packaging for feed. Packaging also helps in upscaling the sales volume of feed with descriptive labeling about feed ingredients and their nutritional value, graphic representations, and most importantly, mentions of government feed safety approvals. These growing trends are expected to drive the demand for feed packaging (for livestock) in the global market.

By Company Type: Tier 1: 55%, Tier 2: 20%, and Tier 3: 25%

By Designation: C-level Executives: 24%, Directors: 36%, and Others: 40%

By Region: North America: 10%, Asia Pacific: 40%, Europe: 20%, and RoW: 30%

The feed packaging market comprises major solution providers such as LC Packaging (Netherlands); El Dorado Packaging, Inc. (US); NPP Group Limited (Ireland); Plasteuropa Group (UK); NYP Corp. (US); ABC Packaging Direct (US); Shenzhen Longma Industrial Co., Limited (China); Amcor Limited (Australia); Mondi Group (Austria); ProAmpac (US); Sonoco Products Company (US); Winpak Ltd., (Canada); NNZ Group (the Netherlands), Constantia Flexible Group (Austria), and Huhtam?ki Oyj (Finland). The study includes an in-depth competitive analysis of these key players in

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the feed packaging market, with their company profiles, recent developments, and the key market strategies.

Research Coverage

The study covers the feed packaging market across segments. It aims at estimating the market size and its growth potential across different segments such as pet, livestock, type, feed type, material, and region. The study also includes an in-depth competitive analysis of the key players in the market; along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall feed packaging market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report will also help the stakeholders to understand the pulse of the market and will provide them with information on key market drivers, restraints, challenges, and opportunities.

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Contents

1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY
1.2 MARKET DEFINITION
1.3 STUDY SCOPE
  1.3.1 MARKETS COVERED
  1.3.2 GEOGRAPHIC SEGMENTATION
1.4 PERIODIZATION CONSIDERED
1.5 CURRENCY CONSIDERED
1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA
  2.1.1 SECONDARY DATA
    2.1.1.1 Key data from secondary sources
  2.1.2 PRIMARY DATA
    2.1.2.1 Key data from primary sources
    2.1.2.2 Breakdown of primaries
2.2 MARKET SIZE ESTIMATION
2.3 DATA TRIANGULATION
2.4 RESEARCH ASSUMPTIONS & LIMITATIONS
  2.4.1 RESEARCH ASSUMPTIONS
  2.4.2 RESEARCH LIMITATIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN THE FEED PACKAGING (FOR LIVESTOCK) MARKET
4.2 ATTRACTIVE OPPORTUNITIES IN THE FEED PACKAGING (FOR PETS) MARKET
4.3 FEED PACKAGING (FOR PETS) MARKET, BY KEY COUNTRY
4.4 ASIA PACIFIC: FEED PACKAGING (FOR LIVESTOCK) MARKET, BY LIVESTOCK & KEY COUNTRY
4.5 FEED PACKAGING (FOR LIVESTOCK) MARKET, BY FEED TYPE & REGION

4.6 FEED PACKAGING (FOR PETS) MARKET, BY PET & REGION

5 MARKET OVERVIEW

5.1 INTRODUCTION
5.2 MARKET DYNAMICS
  5.2.1 DRIVERS
    5.2.1.1 Rising competition: Product differentiation through packaging products
    5.2.1.2 Innovations in pet food packaging products
    5.2.1.3 Growth of the parent industry
    5.2.1.4 Increase in pet population and pet care expenditure
      5.2.1.4.1 Pet humanization: Health of pets and shift toward premium food
    5.2.1.5 Shelf-life extension of feed stimulating the demand for feed packaging
    5.2.1.6 Eco-sustainability of raw materials used in packaging
    5.2.1.7 Growth in feed production and consumption
  5.2.2 RESTRAINTS
    5.2.2.1 Need for greater technological understanding than required for other packaging forms
  5.2.3 OPPORTUNITIES
    5.2.3.1 Aseptic packaging in the feed industry
    5.2.3.2 Seaweed: A sustainable material to replace plastic packaging
  5.2.4 CHALLENGES
    5.2.4.1 Addressing packaging issues

6 FEED PACKAGING MARKET, BY TYPE

6.1 INTRODUCTION
6.2 FLEXIBLE
  6.2.1 GROWING DEMAND POLYBAGS AND SINGLE SERVE FOOD ARE DRIVING THIS MARKET
6.3 RIGID
  6.3.1 CONVENIENCE IN GETTIG DESIRED PACKAGING SHAPE SUPPORTS THE GROWTH OF RIGID PACKAGING

7 FEED PACKAGING (FOR LIVESTOCK) MARKET, BY FEED TYPE

7.1 INTRODUCTION
7.2 DRY
  7.2.1 THE PRODUCTION AND COSNUMPTION OF DRY FEED IN LARGE VOLUME

IS THE KEY DRIVER
7.3 WET
7.3.1 INCREASING CONSUMPTION OF FEED ADDITIVES AND WET FEED SUPPLEMENTS TO DRIVE THE FEED PACKAGING MARKET

8 FEED PACKAGING (FOR PETS) MARKET, BY FEED TYPE

8.1 INTRODUCTION
8.2 DRY
8.2.1 BENEFITS SUCH AS CONVENIENT PACKAGING SOLUTIONS AND HIGH SHELF-LIFE TO DRIVE THE DRY PET FOOD PACKAGING
8.3 WET
8.3.1 GROWING INVESTMENT IN PREMIUM PET FOOD BY PET OWNERS AND INCREASE IN COSNUMPTION OF WET PET FOOD TO DRIVE WET FORM OF PET FOOD PACKAGING
8.4 PET TREATS
8.4.1 INCREASING SNACKING TREND DUE TO PET FOOD PREMIUMIZATION TO DRIVE THIS MARKET
8.5 CHILLED & FROZEN FOODS
8.5.1 INCREASE IN REFRIGERATOR SHELF SPACE IN PARALLEL TO THE GROWING TREND OF FEEDING FROZEN PET FOOD WITH LONGER SHELF-LIFE TO DRIVE THE CHILLED & FROZEN MARKET

9 FEED PACKAGING MARKET, BY LIVESTOCK

9.1 INTRODUCTION
9.2 POULTRY
9.2.1 RELATIVELY LARGE PRODUCTION OF POULTRY FEED IN DEVELOPING COUNTRIES TO DRIVE THE MARKET
9.3 SWINE
9.3.1 BENEFITS OF PACKAGING SUCH AS RETAIN FEED QUALITY AND LOWERING THE INCIDENCES OF CLINICAL AND ENVIRONMENTAL INFECTIONS DRIVES THE MARKET
9.4 RUMINANTS
9.4.1 CONTINOUS GROWTH IN THE FEED PRODUCTION FOR RUMINANTS AND NECESSITY OF FEED PRESERVATION TO DRIVE THE MARKET
9.5 OTHERS
9.5.1 HIGH REQUIREMENT OF FEED SHELF LIFE EXTENSION WITHOUT ANY CHEMICALS BY SMALL AND MIDDLE-SCLAE LIVETSOCK REARS TO DRIVE THIS

MARKET

10 FEED PACKAGING MARKET, BY PETS

10.1 INTRODUCTION
10.2 DOGS
10.2.1 GROWING DOG POPULATION, LARGELY IN KEY GROWTH REGIONS SUCH AS ASIA PACIFIC TO DRIVE THIS MARKET
10.3 CATS
10.3.1 INCREASE IN NUMBER OF CATS OVER DOGS IN THE DEVELOPED COUNTRIES SUCH AS THE US AND THE UK TO DRIVE THE MARKET
10.4 BIRDS
10.4.1 LOW QUANTITY FOOD CONUMPTION COMPARED TO OTHER PETS AND RELATIVELY LESS SPENDING ON BIRD FOOD TO INFLUENCE THE GROWTH OF THE MARKET
10.5 FISH
10.5.1 LACK OF PREMIUMIZATION AND HUMANIZATION TRENDS AS COMAPARED TO DOGS AND CATS SEGMENT IS EXPECTED TO BE THE KEY REASON FOR SEGMENT'S STEADY GROWTH
10.6 OTHERS
10.6.1 LACK OF ADOPTION AS PET AND MINIMAL HUMANIZATION TREND IN THE SEGMENT IS EXPECTED TO BE THE KEY REASON FOR SEGMENT'S SLOW GROWTH RATE

11 FEED PACKAGING (FOR LIVESTOCK) MARKET, BY MATERIAL

11.1 INTRODUCTION
11.2 PLASTIC
11.2.1 POLYETHYLENE
11.2.1.1 Low cost in polyethylene production coupled with its availability in wide variety to drive the market
11.2.1.1.1 Low-Density Polyethylene (LDPE)
11.2.1.1.2 High-Density Polyethylene (HDPE)
11.2.2 POLYPROPYLENE (PP)
11.2.2.1 Its properties such as glossy film with high strength and puncture resistance to drive the market
11.2.3 OTHERS
11.3 PAPER
11.3.1 GROWING WET FEED COSNUMPTION DUE TO ITS HEALTH BEENFITS

MAY SLOW DOWN THE GROWTH OF THIS MARKET
11.4 JUTE
11.4.1 FACTORS SUCH AS THE MATERIAL’S SUSCEPTIBILITY TO LEAKAGE, ITS HEAVY WEIGHT, AND LOW RESISTANCE TO TEMPERATURE HAVE REDUCED THE DEMAND FOR JUTE IN THE MARKET
11.5 OTHERS
11.5.1 RELATIVELY HIGH COT OF PACKAGING USING THESE MATERIALS HAS LEAD TO THE DECLINE IN THE DEMND FOR THESE MATERIALS

12 FEED PACKAGING (FOR PETS) MARKET, BY MATERIAL

12.1 INTRODUCTION
12.2 PLASTIC
12.2.1 INCREASING DEMAND FOR FLEXIBLE AND RIGID PLASTIC BAGS COUPLED WITH INCREASING SALES OF SEE THROUGH PACKAGING TO DRIVE THE MARKET
12.2.1.1 Bags
12.2.1.2 Pouches
12.3 PAPER & PAPERBOARDS
12.3.1 GROWING ENVIRONMENT CONCERNS ALONG WITH THE GROWING AWARENESS OF CONSUMERS ABOUT THE HARMFUL EFFECTS OF PLASTIC TO DRIVE THE MARKET
12.3.1.1 Bags
12.3.1.2 Boxes & Cartons
12.4 METAL
12.4.1 HIGH PRODUCTION COSTS AND DIFFICULTIES IN HANDLING AND TRANSPORTING PRODUCTS HAVE NEGATIVELY INFLUENCED THE GROWTH OF THE MARKET
12.5 OTHERS
12.5.1 LOW PRODUCTION COST AND CONVINENTICE OF FLEXIBLE PALSTIC PACKAGING IS EXPECTED TO HAMPER THE GROWTH OF THIS MARKET

13 FEED PACKAGING (FOR LIVESTOCK) MARKET, BY REGION

13.1 INTRODUCTION
13.2 NORTH AMERICA
13.2.1 US
13.2.1.1 The application of strict regulatory norms for feed safety by the US governments is expected to drive the feed packaging market US

13.2.2 CANADA
13.2.2.1 Increasing feed production along with the rise in demand for convenient and safe packaging for livestock to boost the feed packaging market
13.2.3 MEXICO
13.2.3.1 Rising Mexican feed industry and increase in spending on livestock is expected to drive the feed packaging market in Mexico
13.3 EUROPE
13.3.1 SPAIN
13.3.1.1 Highly efficient livestock rearing and growing feed industry has been driving the feed packaging market in Spain
13.3.2 GERMANY
13.3.2.1 Modernization of the livestock industry and rising feed safety concern has driven the feed packaging market in Germany
13.3.3 FRANCE
13.3.3.1 Rising domestic production of compound feed and growing innovation in packaging industry has driven the feed packaging market in France
13.3.4 UK
13.3.4.1 High commercialization standards and availability of infrastructure for feed storage is the key reason for the steady growth of the country in feed packaging market
13.3.5 ITALY
13.3.5.1 Evolving livestock farming coupled with increasing production of feed and feed additives to drive the feed packaging market in Italy
13.3.6 REST OF EUROPE
13.3.6.1 Introduction of environment friendly packaging solution in the country to drive the feed packaging market
13.4 ASIA PACIFIC
13.4.1 CHINA
13.4.1.1 Growing animal husbandry and rising demand for feed shelf-life extension to drive the to drive the feed packaging market in the country
13.4.2 INDIA
13.4.2.1 Increase feed production and consumption along with the growing awareness towards feed safety among livestock rearers' to drive the feed packaging market in the country
13.4.3 JAPAN
13.4.3.1 Growing preference towards well-packaged feed among livestock rears due to its several benefits is expected to drive the market in the country
13.4.4 THAILAND
13.4.4.1 Packaging being the economical option for small and middle-scale livestock rearers is expected to drive the feed packaging market

13.4.5 REST OF ASIA PACIFIC
13.4.5.1 Increasing demand for feed preservations and shelf-life extension coupled with growing consumption of feed and feed additives to drive the drive the feed packaging market
13.5 REST OF THE WORLD (ROW)
13.5.1 BRAZIL
13.5.1.1 Growing feed production, coupled with rise in demand for feed preservations and shelf-life extension to drive the drive the feed packaging market
13.5.2 ARGENTINA
13.5.2.1 Growing preference towards well-packaged feed among livestock rears due to its several benefits is expected to drive the market in the country
13.5.3 SOUTH AFRICA
13.5.3.1 Increase in investment in feed industry from the various key players and rise in spending on feed along with growing awareness towards packaging benefits to drive the feed packaging in the country
13.5.4 OTHERS IN ROW
13.5.4.1 Increasing demand for feed preservations and shelf-life extension coupled with growing consumption of feed and feed additives to drive the drive the feed packaging market

14 FEED PACKAGING (FOR PETS) MARKET, BY REGION

14.1 INTRODUCTION
14.2 NORTH AMERICA
14.2.1 US
14.2.1.1 Growing pet humanization and pet food premiumization trend in the country to drive the feed packaging market
14.2.2 CANADA
14.2.2.1 Growing consumption of single serve pet food to drive country to drive the feed packaging market in the country
14.2.3 MEXICO
14.2.3.1 Rising pet population coupled with growing investment in pet care industry and online pet food shopping to drive the feed packaging market in the country
14.3 EUROPE
14.3.1 UK
14.3.1.1 Increasing demand for premium pet food coupled with increasing investment on fancy but safe pet food packaging is driving this market in the UK
14.3.2 FRANCE
14.3.2.1 Increase in number pet per household and growing pet care industry is

+44 20 8123 2220
info@marketpublishers.com

driving feed packaging market in France
14.3.3 GERMANY
14.3.3.1 Increasing demand for puncture- and moisture-resistant, contamination-free, and safe packaging options driving the feed packaging market in the country
14.3.4 ITALY
14.3.4.1 Increasing pet owner's interest in small formats (from medium to single-serve) and greater awareness towards feed waste prevention to drive this market in the country
14.3.5 RUSSIA
14.3.5.1 Growing sales of prepared pet foods replacing scraps and leftovers of human food that was traditionally given to pets in the country is expected to drive the feed packaging market in Russia
14.3.6 REST OF EUROPE
14.3.6.1 Growing pet population and increasing pet care spending to drive the market
14.4 ASIA PACIFIC
14.4.1 CHINA
14.4.1.1 Growing pet population coupled with rising pet care industry and significant growth in online pet food shopping driving the market in China
14.4.2 JAPAN
14.4.2.1 High pet food and pet care standards by the pet owners in the country to drive the feed packaging market in the country
14.4.3 INDIA
14.4.3.1 Growing sales of prepared pet foods replacing scraps and leftovers of human food that was traditionally given to pets in the country is expected to drive the feed packaging market in India
14.4.4 AUSTRALIA
14.4.4.1 Presence on nuclear family and growth of pet premiumization trend driving the feed packaging market in Australia
14.4.5 REST OF ASIA PACIFIC
14.4.5.1 Growing average pet population per household and treating pets as companion in these countries to drive the feed packaging market
14.5 ROW
14.5.1 BRAZIL
14.5.1.1 Growing demand for convenient and hygienic packaging with regards to pet food safety to drive the feed packaging market in Brazil
14.5.2 ARGENTINA
14.5.2.1 Growing pet food industry along with increasing pet food safety concerns among pet owners to drive the feed packaging in Argentina
14.5.3 SOUTH AFRICA

14.5.3.1 Growing investment on commercial pet food products to drive the feed packaging market in South Africa
14.5.4 OTHERS IN ROW
14.5.4.1 Increasing adoption of pets and rising sales of pet food products drive the feed packaging market

15 COMPETITIVE LANDSCAPE

15.1 OVERVIEW
15.2 COMPETITIVE SCENARIO
15.3 MARKET RANKING ANALYSIS
15.4 ACQUISITIONS
15.5 EXPANSIONS AND INVESTMENTS
15.6 JOINT VENTURES, PARTNERSHIPS, & AGREEMENTS
15.7 ACCREDITATION, AWARD/RECOGNITION, AND CERTIFICATION
15.8 NEW PRODUCT LAUNCHES

16 COMPANY PROFILES

(Business overview, Products offered, Recent Developments, SWOT analysis, MNM view)*

16.1 LC PACKAGING
16.2 EL DORADO PACKAGING, INC.
16.3 NPP GROUP LIMITED
16.4 PLASTEUROPA GROUP
16.5 NYP CORP.
16.6 ABC PACKAGING DIRECT
16.7 SHENZHEN LONGMA INDUSTRIAL CO., LIMITED
16.8 AMCOR LIMITED
16.9 MONDI GROUP
16.10 PROAMPAC
16.11 SONOCO PRODUCTS COMPANY
16.12 WINPACK LTD.
16.13 NNZ GROUP
16.14 CONSTANTIA FLEXIBLES GROUP
16.15 HUHTAM?KI OYJ

*Details on Business overview, Products offered, Recent Developments, SWOT analysis, MNM view might not be captured in case of unlisted companies.

17 APPENDIX

17.1 DISCUSSION GUIDE
17.2 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL
17.3 AVAILABLE CUSTOMIZATIONS
17.4 RELATED REPORTS
17.5 AUTHOR DETAILS

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List Of Tables

LIST OF TABLES

Table 1 US DOLLAR EXCHANGE RATE CONSIDERED FOR THE STUDY, 2013–2017
Table 2 FEED PACKAGING (FOR PET) MARKET SNAPSHOT, 2018 VS. 2023
Table 3 FEED PACKAGING (FOR LIVESTOCK) MARKET SNAPSHOT, 2018 VS. 2023
Table 4 FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)
Table 5 FEED PACKAGING (FOR PET) MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)
Table 6 FLEXIBLE: FEED PACKAGING (FOR PET) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 7 RIGID: FEED PACKAGING (FOR PET) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 8 FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY FEED TYPE, 2016–2023 (USD MILLION)
Table 9 DRY: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 10 WET: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 11 FEED PACKAGING (FOR PET) MARKET SHARE, BY FEED TYPE, 2016–2023 (USD MILLION)
Table 12 DRY: FEED PACKAGING (FOR PET) MARKET SHARE, BY REGION, 2016–2023 (USD MILLION)
Table 13 WET: FEED PACKAGING (FOR PET) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 14 PET TREATS: FEED PACKAGING (FOR PET) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 15 CHILLED & FROZEN: FEED PACKAGING (FOR PET) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 16 LIVESTOCK FEED PACKAGING MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 17 POULTRY: FEED PACKAGING MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 18 SWINE: FEED PACKAGING MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 19 RUMINANTS: FEED PACKAGING MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 20 OTHER: LIVESTOCK FEED PACKAGING MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 21 FEED PACKAGING MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 22 DOGS: FEED PACKAGING MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 23 CATS: FEED PACKAGING MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 24 BIRDS: FEED PACKAGING MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 25 FISH: FEED PACKAGING MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 26 OTHERS: FEED PACKAGING MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 27 FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY MATERIAL, 2016–2023 (USD MILLION)
Table 28 PLASTIC: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY SUB-TYPE, 2016–2023 (USD MILLION)
Table 29 PLASTIC: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 30 PAPER: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 31 JUTE: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 32 OTHERS: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 33 FEED PACKAGING (FOR PET) MARKET SIZE, BY MATERIAL, 2016–2023 (USD MILLION)
Table 34 PLASTIC: FEED PACKAGING (FOR PET) MARKET SIZE, BY SUB-TYPE, 2016–2023 (USD MILLION)
Table 35 PLASTIC: FEED PACKAGING (FOR PET) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 36 PAPER & PAPERBOARDS: FEED PACKAGING (FOR PET) MARKET SIZE, BY SUB-TYPE, 2016–2023 (USD MILLION)
Table 37 PAPER & PAPERBOARDS: FEED PACKAGING (FOR PET) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 38 METAL: FEED PACKAGING (FOR PET) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 39 OTHERS: FEED PACKAGING (FOR PET) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

+44 20 8123 2220
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Table 40 FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 41 NORTH AMERICA: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)
Table 42 NORTH AMERICA: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 43 NORTH AMERICA: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY FEED TYPE, 2016–2023 (USD MILLION)
Table 44 NORTH AMERICA: LIVESTOCK FEED PACKAGING MARKET SIZE, BY MATERIAL, 2016–2023 (USD MILLION)
Table 45 US: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 46 CANADA: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 47 MEXICO: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 48 EUROPE: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)
Table 49 EUROPE: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 50 EUROPE: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY FEED TYPE, 2016–2023 (USD MILLION)
Table 51 EUROPE: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY MATERIAL, 2016–2023 (USD MILLION)
Table 52 SPAIN: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 53 GERMANY: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 54 FRANCE: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 55 UK: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 56 ITALY: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 57 REST OF EUROPE: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 58 ASIA PACIFIC: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)
Table 59 ASIA PACIFIC: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY

LIVESTOCK, 2016–2023 (USD MILLION)
Table 60 ASIA PACIFIC: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY FEED TYPE, 2016–2023 (USD MILLION)
Table 61 ASIA PACIFIC: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY MATERIAL, 2016–2023 (USD MILLION)
Table 62 CHINA: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 63 INDIA: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 64 JAPAN: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 65 THAILAND: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 66 REST OF ASIA PACIFIC: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 67 ROW: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)
Table 68 ROW: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 69 ROW: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY FEED TYPE, 2016–2023 (USD MILLION)
Table 70 ROW: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY MATERIAL, 2016–2023 (USD MILLION)
Table 71 BRAZIL: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 72 ARGENTINA: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 73 SOUTH AFRICA: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 74 OTHERS IN ROW: FEED PACKAGING (FOR LIVESTOCK) MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD MILLION)
Table 75 FEED PACKAGING (FOR PETS) MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)
Table 76 NORTH AMERICA: FEED PACKAGING (FOR PET) MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)
Table 77 NORTH AMERICA: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 78 NORTH AMERICA: FEED PACKAGING (FOR PET) MARKET SIZE, BY PACKAGING TYPE, 2016–2023 (USD MILLION)

Table 79 NORTH AMERICA: FEED PACKAGING (FOR PET) MARKET SIZE, BY FEED TYPE, 2016–2023 (USD MILLION)
Table 80 NORTH AMERICA: FEED PACKAGING (FOR PET) MARKET SIZE, BY MATERIAL, 2016–2023 (USD MILLION)
Table 81 NUMBER OF PETS OWNED IN THE US, 2016
Table 82 US: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 83 CANADA: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 84 MEXICO: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 85 EUROPE: FEED PACKAGING (FOR PET) MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)
Table 86 EUROPE: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 87 EUROPE: FEED PACKAGING (FOR PET) MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)
Table 88 EUROPE: FEED PACKAGING (FOR PET) MARKET SIZE, BY FEED TYPE, 2016–2023 (USD MILLION)
Table 89 EUROPE: FEED PACKAGING (FOR PET) MARKET SIZE, BY MATERIAL, 2016–2023 (USD MILLION)
Table 90 UK: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 91 FRANCE: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 92 GERMANY: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 93 ITALY: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 94 RUSSIA: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 95 REST OF EUROPE: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 96 ASIA PACIFIC: FEED PACKAGING (FOR PET) MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)
Table 97 ASIA PACIFIC: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 98 ASIA PACIFIC: FEED PACKAGING (FOR PET) MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

Table 99 ASIA PACIFIC: FEED PACKAGING (FOR PET) MARKET SIZE, BY FEED TYPE, 2016–2023 (USD MILLION)
Table 100 ASIA PACIFIC: FEED PACKAGING (FOR PET) MARKET SIZE, BY MATERIAL, 2016–2023 (USD MILLION)
Table 101 CHINA: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023
Table 102 JAPAN: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 103 INDIA: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023
Table 104 AUSTRALIA: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023
Table 105 REST OF ASIA PACIFIC: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023
Table 106 ROW: FEED PACKAGING (FOR PET) MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)
Table 107 ROW: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 108 ROW: FEED PACKAGING (FOR PET) MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)
Table 109 ROW: FEED PACKAGING (FOR PET) MARKET SIZE, BY FEED TYPE, 2016–2023 (USD MILLION)
Table 110 ROW: FEED PACKAGING (FOR PET) MARKET SIZE, BY MATERIAL, 2016–2023 (USD MILLION)
Table 111 BRAZIL: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 112 ARGENTINA: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 113 SOUTH AFRICA: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 114 OTHERS IN ROW: FEED PACKAGING (FOR PET) MARKET SIZE, BY PET, 2016–2023 (USD MILLION)
Table 115 MARKET RANKING OF PLAYERS IN THE FEED PACKAGING (FOR LIVESTOCK) MARKET
Table 116 ACQUISITIONS, 2018
Table 117 EXPANSIONS AND INVESTMENTS, 2016–2018
Table 118 JOINT VENTURES, PARTNERSHIPS, ANDAGREEMENTS, 2015–2018
Table 119 ACCREDITATION, AWARD/RECOGNITION, AND CERTIFICATIONS, 2017–2018
Table 120 NEW PRODUCT LAUNCHES, 2015–2018

List Of Figures

LIST OF FIGURES

Figure 1 LIVESTOCK FEED PACKAGING MARKET SNAPSHOT
Figure 2 PET FOOD PACKAGING MARKET SNAPSHOT
Figure 3 LIVESTOCK FEED PACKAGING MARKET, BY REGION
Figure 4 PET FOOD PACKAGING MARKET, BY REGION
Figure 5 FEED PACKAGING MARKET: RESEARCH DESIGN
Figure 6 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH
Figure 7 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH
Figure 8 DATA TRIANGULATION
Figure 9 FEED PACKAGING MARKET SIZE, BY LIVESTOCK, 2018 VS. 2023 (USD MILLION)
Figure 10 FEED PACKAGING MARKET SIZE, BY PET, 2018 VS. 2023 (USD MILLION)
Figure 11 FEED PACKAGING (FOR LIVESTOCK) MARKET SHARE, BY REGION, 2017
Figure 12 GROWTH IN FEED PRODUCTION AND CONSUMPTION TO DRIVE THE DEMAND FOR FEED PACKAGING (FOR LIVESTOCK) MARKET
Figure 13 RISE IN COMPETITION AND INNOVATION IN PET FOOD PACKAGING TO DRIVE THE DEMAND
Figure 14 INDIA IS PROJECTED TO BE THE FASTEST-GROWING MARKET FOR PET FOOD PACKAGING BETWEEN 2018 & 2023
Figure 15 POULTRY ACCOUNTED FOR THE LARGEST SHARE IN THE ASIA PACIFIC LIVESTOCK FEED PACKAGING MARKET
Figure 16 ASIA PACIFIC TO DOMINATE THE FEED PACKAGING (FOR LIVESTOCK) MARKET ACROSS ALL FORMS THROUGH 2023
Figure 17 THE MARKET FOR DOG IS PROJECTED TO BE THE FASTEST-GROWING SEGMENT DURING THE FORECAST PERIOD
Figure 19 TOTAL NUMBER OF PETS OWNED IN THE US
Figure 20 NUMBER OF US HOUSEHOLDS THAT OWN A PET
Figure 21 FEED PRODUCTION, 2013–2017 (MILLION TONS)
Figure 22 REGIONAL FEED PRODUCTION STATUS, 2012 VS. 2017 (MILLION TONS)
Figure 23 ASEPTIC PACKAGING: PROCESS FLOW
Figure 24 FEED PACKAGING (FOR PET) MARKET SHARE, BY TYPE, 2018 VS. 2023
Figure 25 FEED PACKAGING (FOR LIVESTOCK) MARKET SHARE, BY FEED TYPE, 2018 VS. 2023
Figure 26 FEED PACKAGING (FOR PET) MARKET SHARE, BY FEED TYPE, 2018

VS. 2023
Figure 27 LIVESTOCK FEED PRODUCTION, 2012–2017 (MMT)
Figure 28 FEED PACKAGING MARKET SHARE, BY LIVESTOCK, 2018 VS. 2023
Figure 29 PET FOOD PRODUCTION, 2013–2016
Figure 30 FEED PACKAGING MARKET, BY PET, 2018 VS. 2023
Figure 31 FEED PACKAGING (FOR LIVESTOCK) MARKET SHARE, BY MATERIAL, 2018 VS. 2023 (VALUE)
Figure 32 RISING CONSUMPTION OF LIVESTOCK FEED HAS STIMULATED THE LIVESTOCK FEED PACKAGING MARKET IN BRAZIL AND INDIA
Figure 33 ASIA PACIFIC: FEED PACKAGING (FOR LIVESTOCK) MARKET SNAPSHOT
Figure 34 RISING DEMAND FOR PET FOOD PRODUCTS HAS STIMULATED THE PET FOOD PACKAGING MARKET IN CHINA AND INDIA
Figure 35 NORTH AMERICA: FEED PACKAGING (FOR PET) MARKET SNAPSHOT
Figure 36 KEY DEVELOPMENTS BY LEADING PLAYERS IN THE FEED PACKAGING MARKET, 2013–2018
Figure 37 NUMBER OF DEVELOPMENTS BETWEEN 2015 & 2018
Figure 38 MARKET RANKING OF PLAYERS IN THE FEED PACKAGING (FOR PETS) MARKET
Figure 39 LC PACKAGING: SWOT ANALYSIS
Figure 40 AMCOR LIMITED: COMPANY SNAPSHOT
Figure 41 AMCOR LIMITED: SWOT ANALYSIS
Figure 42 MONDI GROUP: COMPANY SNAPSHOT
Figure 43 MONDI GROUP: SWOT ANALYSIS
Figure 44 SONOCOS PRODUCTS COMPANY: COMPANY SNAPSHOT
Figure 45 WINPACK LTD.: COMPANY SNAPSHOT
Figure 46 CONSTANTIA FLEXIBLES GROUP: COMPANY SNAPSHOT
Figure 47 CONSTANTIA FLEXIBLES GROUPS: SWOT ANALYSIS
Figure 48 HUHTAM?KI OYJ: COMPANY SNAPSHOT
Figure 49 HUHTAM?KI OYJ: SWOT ANALYSIS

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