Flexible Plastic Packaging Market by Packaging Type (Pouches, bags, roll stock, films & wraps), Printing Technology (Flexography, Rotogravure, Digital Printing), End-user Industry, Material (Plastics, aluminum Foils,) and Region - Global Forecast to 2027

https://marketpublishers.com/r/FE1791E80CCEN.html
Date: April 2023
Pages: 290
Price: US$ 9,000.00 (Single User License)
ID: FE1791E80CCEN

Abstracts

The market for flexible plastic packaging is approximated to be USD 182.4 billion in 2022, and it is projected to reach USD 264.9 billion by 2030, at a CAGR of 4.8%. Among the five packaging types, pouches are the dominant type, owing to their exceptional features such as lightweight, vacuum sealing, and low package-to-product ratio, among others. Pouches are especially in demand in the food and beverage industry, where they are used for packaging various products such as coffee, tea, milk, ketchup, and other food items. Pouches popularity can be attributed to their high resale value and suitability for a wide range of products.

By Packaging Type, Pouches accounted for the highest CAGR during the forecast period

Pouches are Flexible plastic packaging materials that are commonly made of plastic or laminated materials, and they are used to package a wide range of products, including food and beverage items, personal care products, pharmaceuticals, and more. Pouches are lightweight, easy to transport, and can be designed to stand up or lie flat, making them ideal for both retail and transportation. They also offer a high level of product protection, are easily sealable, and can be customized to meet specific branding and marketing needs. The food and beverage industry is the primary user of pouches due to their ability to package products such as coffee, tea, milk, ketchup, and other food items. The demand for pouches in this industry is expected to continue to grow due to the convenience and durability they offer. Other industries, such as personal care and

pharmaceuticals, are also adopting pouches due to their portability and ability to preserve product quality and freshness.

By Material, Plastic accounted for the highest CAGR during the forecast period

Flexible plastic packaging products, such as pouches and films, are commonly made of plastic and are used to package a wide range of products, including soaps, detergents, snacks, ketchup, chocolates, candles, and other food items. Plastic-based Flexible plastic packaging is expanding at a higher rate compared to rigid plastic packaging, as it serves a variety of functions such as increasing the shelf life of products, maintaining food safety, and offering barrier protection against heat, pathogens, and other external entities. This makes plastic a popular choice for packaging in various industries, including food and beverages, personal care, and household products. One of the key advantages of plastic-based Flexible plastic packaging is its lightweight and ability to be easily customized to meet specific product and marketing needs. Additionally, plastic packaging is highly versatile and can be used for both retail and transportation purposes. These factors, along with the increasing demand for convenience and eco-friendliness, are driving the growth of plastic-based Flexible plastic packaging during the forecast period.

By End Use Industry, Personal care and cosmetics accounted for the highest CAGR during the forecast period

Flexible plastic packaging provides the beauty industry with packaging options that appeal to environmentally conscious consumers. This type of packaging is airtight and offers a durable protective barrier that helps maintain the freshness of powders, gels, and oils sold by personal care and cosmetic companies. It is commonly used for packaging various items such as cosmetics, perfumes, soaps, as well as facial tissues and napkins.

By Printing Technology, Flexography accounted for the highest CAGR during the forecast period

Flexography is a popular printing technique utilized in the printing of flexible plastic packaging. The process involves various stages such as image preparation, plate creation, printing, and finishing. Unlike other printing methods, flexography uses flexible materials like plastic, rubber, and UV-sensitive polymer to make plates. The inks used in flexography have low viscosity, enabling them to dry quickly, which speeds up the printing process and reduces production costs.

APAC is projected to account for the highest CAGR in the Flexible plastic packaging market during the forecast period.

The Asia Pacific region is experiencing the most rapid growth in the flexible packaging market, with India, China, Japan, Australia, South Korea, and other countries in the region being included. Due to increased economic development and expansion, India, China, and Japan are expected to see significant growth in the flexible packaging market. Additionally, the increasing urbanization in these countries has created a substantial customer base for food, beverage, and FMCG products, further driving the growth of the flexible packaging market in the projected period.

- By Department: Sales/Export/ Marketing: 53.5%, Production: 23.3%, and CXOs: 23.3%

- By Designation: Managers: 60.5%, CXOs: 23.3%, and Executives: 16.3%

- By Region: North America: 33%, Europe: 27%, Asia Pacific: 25%, Middle East & Africa: 10%, and South America: 5%.

Companies Covered: Huhtamaki Oyj (Finland), Berry Global Group Inc. (US), Amcor Limited. (Australia), Mondi Group. (UK), Sonoco Products Company (US), Coveris Holdings(Luxembourg), Bischof + Klein SE & Co KG (Germany), Constantia Flexibles (Austria), Sealed Air Corporation (US), Transcontinental Inc (Canada), and others

Research Coverage

The market study covers the Flexible plastic packaging market across various segments. It aims at estimating the market size and the growth potential of this market across different segments based on application, packaging type, material, and region. The study also includes an in-depth competitive analysis of key players in the market, their company profiles, key observations related to their products and business offerings, recent developments undertaken by them, and key growth strategies adopted by them to improve their position in the Flexible plastic packaging market.

Key Benefits of Buying the Report

The report is expected to help the market leaders/new entrants in this market share the

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closest approximations of the revenue numbers of the overall Flexible plastic packaging market and its segments and sub-segments. This report is projected to help stakeholders understand the competitive landscape of the market, gain insights to improve the position of their businesses, and plan suitable go-to-market strategies. The report also aims at helping stakeholders understand the pulse of the market and provides them with information on the key market drivers, challenges, and opportunities.

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About

Flexible packaging is replacing the traditional packaging types such as metal cans, cartons, glass, and plastic. Gradually, it is taking away the market share from rigid packaging in all the end-use sectors. The flexible packaging market has grown during the last few years and is expected to grow more in the future with a high growth rate. Factors such as growing consumer preferences towards convenient packaging in all the end-use sectors such as food, beverage, personal care, and pharmaceutical is driving the demand for flexible packaging.

Innovation, ease of use, and light weightiness are some of the other factors driving the flexible packaging market.

Though the global flexible packaging market is largely driven by pouches and sachets, consumers' preference for convenient packaging would result in the growth of this market. The pack types with varying sizes and innovations are expected to gain momentum in the near future. Food sector holds the major share in the end-use market. However, demand for flexible packaging is set to exhibit a strong growth as there is a rise in the consumption of the end-use products.

The global flexible packaging market revenue was $XX million in 2012 and is projected to reach $XX million by 2018, growing at a CAGR of XX%. The flexible packaging market is driven by the rising disposable income of consumers. Polyethylene is the most dominant raw material used in the manufacturing of flexible packages. Versatility, modernization, convenience, and low cost are the key drivers for the flexible packaging industry.

The global flexible packaging market is growing at a CAGR of XX%. Asia-Pacific is the fastest growing region and accounted for nearly XX% of the market share in 2013. High rate of adoption of the packaged products by manufacturers drives the Asia-Pacific market to grow at a healthy CAGR of XX% from 2013 to 2018. The matured markets of Europe and North America are estimated to grow at a slower pace. The demand for flexible packaging is rising in the ROW market and is estimated to grow at a CAGR of XX% from 2013 to 2018.

The global flexible market value was worth $XX million in2012 and is projected to reach $XX million by 2018, growing at a CAGR of XX% from 2013 to 2018.Polyethylene dominated the flexible packaging market by material accounting nearly XX% of the total

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market share and generating revenue of $XX million in 2012. It is estimated to generate $XX in 2013 and is projected to reach $XX million by 2018, growing at a CAGR of XX% from 2013 to 2018.

Polypropylene accounted for the second largest share in the segment. It is estimated to generate $XX in 2013, reaching $XX million by 2018 growing at a CAGR of XX% during the period under review. Polypropylene comprises of biaxially oriented polypropylene and cast polypropylene abbreviated as BOPP and CPP respectively. Of these two, biaxially oriented polypropylene holds a significant share of around XX%, growing at a CAGR of XX% from 2013 to 2018. Biaxially oriented polypropylene generated revenue of $XX million in 2012 and is estimated to generate revenue of $XX million in 2013 reaching $XX million by 2018. Paper and Aluminum are growing at a CAGR of XX% and XX% respectively. Cellulosic is growing at the fastest growth rate of XX%. This segment is projected to reach $XX million by 2018.

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