

# **Flexible Packaging Market by Packaging Type (Pouches, Bags, Roll Stock, Films & Wraps), Printing Technology (Flexography, Rotogravure, Digital Printing), End-user Industry, Material (Paper, Plastic, Metal) and Region - Global Forecast to 2027**

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## **Abstracts**

The market for flexible packaging is approximated to be USD 248.9 billion in 2022, and it is projected to reach USD 315.5 billion by 2027 at a CAGR of 4.8%. Out of five packaging types (pouches, bags, roll stocks, films & wraps, and others), Pouches are the major packaging type of flexible packaging. Pouches have the largest market share because of its excellent properties, such as low weight, resale ability, vacuum sealing, low package-to-product ratio, and others. The demand for pouches is higher in the food and beverages industry, where these are used for packing several food items such as tea, coffee, milk, ketchup, and others.

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

Pouches-based flexible packaging is widely used in packing various food items in the food and beverage industry; some of them are milk, tea, coffee, ketchup, and other food items. In addition to this, Pouches are ideal for bulk coffee packaging and food items such as dried or smoked meats. They are easy to use, heat sealable, and available in convenient packaging with multiple sizes and formats. It is widely used in the food and beverages industry because of its excellent properties such as low weight, resale ability, vacuum sealing, low package-to-product ratio, and others.

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

Flexible packaging products are made up of various raw materials such as paper, plastic, and metal. Plastic flexible packaging products, such as pouches, and films, are used for packing various ranges of products such as soaps, detergents, snacks, namkeen, ketchup, chocolate, candies, and other food items. The flexible plastic packaging market is expanding at a higher rate than its counterpart, rigid plastic packaging, serving a variety of functions from increasing shelf life and maintaining food safety to offering barrier protection from heat and pathogens and other external entities.

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

Flexible packaging offers the beauty industry packaging that resonates with educated and eco-conscious consumers. In addition to this, being airtight, it has a strong protective barrier material that aids in preserving the freshness of powder, gels, and oils sold by personal care and cosmetic firms. Flexible Packaging products are used for packaging different products such as soaps, cosmetics & perfumes, and facial tissues & napkins.

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

Flexography is widely used in flexible packaging printing. The flexography printing process involves image preparation, plate making, printing, and finishing. The main difference between flexography and other printing processes is that it uses plates made of flexible materials, such as plastic, rubber, and UV-sensitive polymer. The inks used in flexography are of low viscosity, which enables the print to dry quickly and speed up the printing process, eventually saving production costs.

APAC is projected to account for the highest CAGR in the flexible packaging market during the forecast period

The fastest-growing flexible packaging market is occur in the Asia Pacific region. The various countries which are covered in this region are India, China, Japan, Australia, South Korea, and the Rest of Asia Pacific. Countries such as India, China, and Japan are expected to rise in the flexible packaging market due to growing developmental activities and rapid economic expansion. In addition to this, rising urbanization in these countries results in representing a huge customer base for food, beverages, and FMCG products which led to the growth of the flexible packaging market in the forecast period.

By Company Type: Tier 1: 35%, Tier 2: 40%, and Tier 3: 25%

By Designation: C-level Executives: 40%, Directors: 35%, and Others: 25%

By Region: North America: 20%, Europe: 35%, Asia Pacific: 25%, Middle East & Africa: 15%, and South America: 5%.

Companies Covered: Huhtamaki Oyj (Finland), Berry Global Group Inc. (US), Amcor Limited. (Australia), Mondi Group.(UK), Sonoco Products Company (US), Westrock Company (US), Constantia Flexibles (Austria), Sealed Air Corporation (US), Transcontinental Inc (Canada), DS Smith (UK)

### Research Coverage

The market study covers the Flexible 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 packaging market.

### Key Benefits of Buying the Report

The report is expected to help the market leaders/new entrants in this market share the closest approximations of the revenue numbers of the overall flexible 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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