

Fresh Food Packaging Market by Material (PE, PP, Paper, Aluminum, BOPET, PVC), Pack Type (Converted Roll Stock, Gusseted Bags, Flexible Paper, Corrugated Box), Application (Meat Products, Vegetables, Seafood, Fruits), and Region - Global Forecast to 2025

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Abstracts

The global fresh food packaging market size is projected to grow from USD 79.8 billion in 2020 to USD 95.2 billion by 2025, at a CAGR of 3.5% between 2020 and 2025. Growing demand for convenience food items and innovative packaging solutions for extended shelf life of fresh food items are driving the market for fresh food packaging. However, stringent government rules and regulations regarding raw materials is expected to restrain this market. Innovations in eco-friendly packaging is expected to offer significant growth opportunities to manufacturers of fresh food packaging. The major challenge faced by players is managing packaging waste.

The polypropylene segment is expected to grow at the highest CAGR during the forecast period in the fresh food packaging market.

The polypropylene segment accounted for the largest share and is projected to grow at the highest CAGR during the forecast period. This is attributed to its wide application in meat products, vegetables, seafood, and fruits among others.

Polypropylene (PP) has a clear, glossy film with high strength and puncture resistance. This material is not affected by changes in humidity. It has moderate permeability to gases and odors and a higher barrier to water vapor. These properties enable the use of polypropylene in the production of a wide variety of food & beverage packaging



solutions.

The converted roll stock segment is expected to account for the largest share in the fresh food packaging market

Converted roll stock is the most common pack type used in fresh food packaging. It provides a faster packaging process as more packages are produced per minute using roll stock on a form-fill-seal machine compared to other packaging methods. Converted roll stock reduces the cost of packaging due to the form-fill-seal machines that make bags in line continuously and reduce waste as well. It is suitable for aseptic processing as the materials can be sterilized more easily through a peroxide bath.

The meat products segment is expected to account for the largest share in the fresh food packaging market

Meat products are the largest and fastest-growing application in terms of both value and volume. The growing disposable incomes have fueled the demand for convenience food items, which is, in turn, driving the fresh food packaging market. The increasing awareness regarding the nutritional value of meat products and changing eating habits are also boosting the demand for fresh food packaging.

APAC is expected to be the largest fresh food packaging market during the forecast period, in terms of volume.

China, India, and Australia are the major countries contributing to the fresh food packaging market in APAC. The growth is driven by factors such as increase in demand for convenience by consumers and concerns about food product safety are some of the major reasons that could drive the fresh food packaging market in the region. The presence of many small and medium fresh food packaging manufacturers has also contributed to the growth of the fresh food packaging market in this region.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, other innovation and technology directors, and executives from various key organizations operating in the fresh food packaging market, and information was gathered from secondary research to determine and verify the market size of several segments.

By Company Type: Tier 1 – 40%, Tier 2 – 30%, and Tier 3 – 30%



By Designation: C Level Executives – 20%, Directors – 10%, and Others – 70%

By Region: APAC – 30%, Europe – 30%, North America – 20%, the Middle East & Africa – 10%, and South America- 10%

The key companies profiled in the fresh food packaging market report include Amcor PLC (Australia), Interntional Paper Company (US), WestRock Company (US), Sealed Air Corporation (US), Smurfit Kappa (Ireland), Coveris (Vienna), DuPont (US), DS Smith PLC (UK), Mondi PLC (South Africa), Silgan Holdings Inc. (US), Sonoco Products Co. (US), Schur Flexibles (Austria), Anchor Packaging Inc. (US), Printpack Inc. (US), Bomarko Inc. (US), Packaging Corporation of America (US), Graphic Packaging Holding Co. (US), Ampacet Corporation (US), Ultimate Packaging Limited (UK), and Temkin International Inc. (Utah).

Research Coverage:

This report provides detailed segmentation of the fresh food packaging market based on material, pack type, application, and region. The material segment is divided into polypropylene, polyethylene, paper, aluminum, BOPET, poly vinyl chloride, and others. The pack type segment is divided into converted roll stock, gusseted bags, flexible paper, corrugated box, boxboard, cans, and others, and others. Based on the application, the fresh food packaging market has been segmented into meat products, vegetables, seafood, fruits, and others. Based on the region, the market has been segmented into North America, Europe, APAC, the Middle East & Africa, and South America.

Key Benefits of Buying the Report

From an insight perspective, this research report focuses on various levels of analyses — industry analysis (industry trends), market share ranking of top players, and company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the fresh food packaging market; high growth regions; and market drivers, restraints, opportunities, and challenges.



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*Business overview, Products offered, Recent Developments, SWOT Analysis, Winning



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