

Micro Packaging - An Evolving Packaging Technology

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Abstracts

“Micro packaging is expected to gain high market share in the pharmaceutical packaging industry”

Micro packaging, developed on the platform of nano technology, is poised to have a strong impact on pharmaceutical packaging owing to its ability to enhance stability and shelf life of medicines. The advent of new drug delivery systems and the development of new biochemical compounds have generated the need for improved protection against factors such as moisture, light, oxygen and mechanical forces. Micro packaging includes addition of certain nanoparticles into shaped objects and films so as to render them light and fire-resistant and enhance mechanical and thermal performance, as well as reduce permeability to gases. Micro packaging, with incorporation of nano-engineered materials such as nano coatings and nanocomposite-based packaging films, controls microbial growth, delays oxidation, improves tamper visibility and anti-counterfeiting, thereby ensures the drug safety for longer durations.

“The food & beverages industry to witness great advances in the packaging sector with the launch of micro packaging”

The food and beverages industry possess high potential and growth opportunities for micro packaging technology. Rapid growth in the demand for sustainable production, rising competition, and increase in health concerns have led the food and beverage industry to march on the path of innovation. Micro packaging, by utilizing nano materials in food, presents potential benefits such as improved bio-availability, antimicrobial effects, enhanced sensory acceptance and targeted delivery of bioactive compounds. Further, with nanoscale innovations in the form of barrier and mechanical properties, detection of pathogens, and smart and active packaging with food safety and quality benefits, micro packaging has taken an incremental leap forward in the food and beverage industry.

Breakdown of Primaries:

In-depth interviews have been conducted with various key industry participants, subject matter experts, C-level executives of key market players, and industry consultants among other experts to obtain & verify critical qualitative and quantitative information as well as assess future market prospects. Distribution of primary interviews is as follows

- 1 By Company Type: Tier 1- 60%, Tier2-27%, and Tier 3-13%
- 2 By Designation: C-Level-50%, Director Level-30%, and Others*-20%
- 3 By Region: North America: 30%; Europe: 15%; Asia-Pacific: 20%; RoW: 35%

Note: Others include sales managers, marketing managers, and product managers

The tier of the companies is defined on the basis of their total revenue, as of 2013: Tier 1 = >USD 10 billion, Tier 2 = USD 1 billion to USD 10 billion and Tier 3 = USD 1 billion

The micro packaging market exhibits substantial progress due to rapid industrialization and urbanization. This market is going through continuous variations with regard to technological upgradation and economic factors. The micro packaging market is significantly affected by a trend where eco-conscious consumers prefer to the packaging with the use of biodegradable, recycled, or non-petroleum-based materials that reduce the amount of waste. This has pushed the key players to invest extensively for R&D initiatives that enable micro packaging. New developments such as Bayer Cropscience AG, the chemical and pharmaceutical company produced a transparent film called durethan which contains nanoparticles of clay that offer a combination of properties which include high strength and toughness, abrasion resistance, chemical resistance, and resistance to cracking.

The report will help the market leaders/new entrants in this market in the following ways:

- 1. The report helps stakeholders to understand the pulse of the market and provides them information on industry trends and opportunities
- 2. This report will help stakeholders to better understand the regulatory framework affecting the adoption of micro packaging, and its impact on the existing market

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