

Skin Packaging Market by Material (Plastic films, Paper & Paperboard, Others), Type (Carded, Non-carded), Heat Seal Coating (Solvent-based, Water-based, others), & Application (Food, Consumer goods, Industrial goods, others) - Global Forecast to 2020

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Abstracts

Factors such as rise in the global manufacturing activities, high disposable income, changing lifestyles in emerging countries such as China and India, growing middle class population, and rising consumption of meat products have increased the need for using packaged products. This in turn, has stimulated the demand for skin packaging as it is required to differentiate the product, offer high visibility, and protect the products from contamination during handling, storing, and transporting through the supply chain.

The bigger players in the market have strong distribution networks across the world and the financial strength to sustain them. The same cannot be said about new entrants in the market. For the skin packaging market, it is essential to have a strong distribution network to enable timely delivery of the product to customers, whenever needed, as well as implement all rules & regulations laid down by several regulatory bodies.

The players in the global skin packaging market are well-established. It is difficult for new players to enter the market and compete with established players. Even end users prefer products from established players, rather than new ones.

Increasing disposable income of people in developing countries, the growing food industry, and the rising consumer demand for securely packaged products drive the growth of the skin packaging market. There are certain factors prevailing in the market that hinder its growth, such as growing number of substitutes, stringent rules & regulations, and the increasing environmental concerns.

The global skin packaging market is marked with intense competition due to the presence of a large number of both, big and small firms. New product launches, mergers & acquisitions, and partnerships & expansions are the key strategies adopted by market players to ensure their growth in the market. The key players in the market are Sealed Air Corporation (U.S.), E.I. du Pont de Nemours and Company (U.S.), Bemis Company, Inc. (U.S.), The Dow Chemical Company (U.S.), and WestRock Company (U.S.). Other players include Bemis Company, Inc. (U.S.), Clondalkin Group Holdings B.V. (The Netherlands), LINPAC Packaging Limited (U.K.), Display Pack Inc. (U.S.), and G. Mondini SpA (Italy). In this report, the global skin packaging market is segmented into base material, type, heat seal coating, application, and region.

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