

Packaging Industry in India 2014

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Abstracts

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Netscribes' latest market research report titled Packaging Industry in India 2014 captures the overall domestic packaging market. The packaging industry comprises glass packaging, plastic packaging, metal packaging, paper packaging, wood and jute packaging. Plastic is the most common form of packaging being used in recent times due to its unique benefits that are as yet unmatched by other forms of packaging. It has a dominant share in the Indian packaging market especially due to the growing packaged food and beverage sector. The emerging retail sector and increased consumerism have provided a boost to the packaging sector, which further stimulates the demand for packaging materials. Growth in the food packaging industry in India, along with rise in demand witnessed within the FMCG sector, pharmaceutical industry, paint and lubricant industry together comprise some of the key factors propelling the packaging industry. However, the industry also has to contend with several bottlenecks. Ban on plastic packaging and rise in price of raw materials pose a hindrance to the growth of the industry.

Although the industry comprises both rigid as well as flexible packaging materials, the preference for flexible packaging over its rigid counterpart has been evident with the passage of time. In-mold label is also gaining popularity within the plastic packaging sector. Technologies using Bioplastics and nanoparticle layered plastic packaging are slowly gaining prominence. Plastics have increasingly replaced traditional materials in the Indian packaging sector due to their light weight and superior functionality, especially in packaged food industry in India. Indian packaging industry is poised to grow over the coming years along with the steady economic growth of the country.

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