

Flexible Plastic Packaging Market Forecasts to 2030 – Global Analysis By Product Type (Films & Wraps, Laminates, Bags & Pouches, Tubes, and Other Product Types), Material Type, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Flexible Plastic Packaging Market is accounted for \$200.70 billion in 2024 and is expected to reach \$291.20 billion by 2030 growing at a CAGR of 6.4% during the forecast period. Flexible plastic packaging is a multipurpose, lightweight, and long-lasting packaging option composed of flexible materials such as polyester, polyethylene, and polypropylene. It is appropriate for a variety of items since, in contrast to rigid packaging, it is simple to bend, fold, or stretch. Food, drinks, medications, and consumer items are frequently packaged in this style. It provides advantages like cost-effectiveness, ease of use, and superior barrier qualities, guaranteeing product preservation, freshness, and long shelf life.

According to the article by Frozen & Refrigerated Buyer, frozen appetizers and snack rolls accounted for USD 809.75 million in 2023, with pizza being the largest frozen food category with sales exceeding USD 1.5 billion.

Market Dynamics:

Driver:

Rising demand for convenience

Flexible plastic packaging provides the perfect answer as customers look for items that are lightweight, portable, and simple to use. Packaging types that accommodate hectic,

on-the-go lives include single-serve packs, stand-up bags, and resalable pouches. Because convenience is crucial in the food and beverage sector, this trend is particularly noticeable there. Flexible packaging is also widely used in many industries since it makes handling and storage simple, guarantees that goods stay fresh and safe, and provides a user-friendly experience.

Restraint:

Price volatility of raw materials

Raw material price volatility is a major issue for the market for flexible plastic packaging. Petroleum is the source of the main materials, including polyester, polyethylene, and polypropylene, which makes them susceptible to changes in the price of crude oil. The cost of making plastic packaging goes up when oil prices rise, which affects the profit margins of manufacturers. Additionally, consumers may experience uncertain price as a result of this volatility, which makes it challenging for businesses to stick to a consistent pricing strategy. Disruptions in the supply of raw materials, such as those that occur during natural disasters or geopolitical events, can also make these price swings worse and have an impact on the market's overall stability.

Opportunity:

Growing E-commerce and retail markets

Flexible plastic packaging is in high demand due to the expanding retail and e-commerce sectors. With the growing popularity of online purchasing, companies require packaging options that preserve product integrity over long distances. Flexible plastic packaging is perfect for keeping goods safe and secure during transit because of its reputation for strength, portability, and protection. It also offers economical and effective packaging choices, which makes it well-liked by retailers and e-commerce platforms. The demand for creative, eco-friendly, and practical packaging solutions is increased by the proliferation of direct-to-consumer business models, which supports the expansion of flexible plastic packaging.

Threat:

Limited recycling infrastructure

Inadequate infrastructure for recycling flexible plastic packaging has a number of

detrimental implications. Since a lot of these packaging winds up as litter or in landfills, it seriously contributes to environmental degradation, endangering species and ecosystems. It impedes the shift to a circular economy, which minimizes waste and reuses resources. Inadequate recycling further erodes consumer confidence and deters the use of environmentally friendly packaging. It can worsen resource depletion and environmental effects by increasing reliance on virgin resources.

Covid-19 Impact

The COVID-19 pandemic significantly impacted the flexible plastic packaging market. The surge in e-commerce, driven by lockdowns and social distancing measures, fuelled demand for lightweight and durable packaging for online deliveries. Additionally, the increased focus on food safety and hygiene led to a rise in demand for pre-packaged and processed foods, further boosting the market for flexible packaging. However, the pandemic also presented challenges, such as supply chain disruptions and fluctuating raw material prices.

The polyethylene (PE) segment is expected to be the largest during the forecast period

The polyethylene (PE) segment is expected to account for the largest market share during the forecast period, due to its exceptional versatility and cost-effectiveness. Its lightweight nature, durability, and excellent barrier properties against moisture and oxygen make it ideal for a wide range of applications, from food and beverage packaging to personal care and industrial uses. Additionally, polyethylene's ease of processing and recyclability further contribute to its widespread adoption.

The E-commerce segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the E-commerce segment is predicted to witness the highest growth rate. Online retailers require packaging that is lightweight, durable, and cost-effective for shipping. Flexible packaging excels in these areas, reducing shipping costs and minimizing environmental impact. Furthermore, e-commerce necessitates robust packaging to protect products during transit and handling, which flexible packaging effectively provides through its protective barriers and customizable designs.

Region with largest share:

During the forecast period, Asia Pacific region is expected to hold the largest market

share, due to the region's expanding e-commerce sector, coupled with the increasing popularity of online food and grocery delivery services, has further fueled demand for lightweight, durable, and protective packaging. Moreover, advancements in technology, such as the development of innovative barrier films and recyclable materials, are creating new opportunities for sustainable and eco-friendly packaging solutions.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to the growing demand for convenient and on-the-go food and beverage options, the rise of e-commerce and online grocery shopping, and the increasing focus on sustainability and environmental responsibility. Consumers are increasingly seeking lightweight, easy-to-store, and tamper-evident packaging solutions, which flexible packaging effectively provides. Additionally, advancements in packaging technology, such as the development of high-barrier films and innovative closure systems, are further driving market growth.

Key players in the market

Some of the key players profiled in the Flexible Plastic Packaging Market include Amcor Limited, Berry Global, Inc., Sealed Air Corporation, Sonoco Products Company, Mondi Group, Huhtamaki Group, Wipac Group, Coveris Holdings S.A., Smurfit Kappa Group, Clondalkin Group Holdings B.V., ProAmpac LLC, LINPAC Packaging, Schur Flexibles Group, Pact Group Holdings Ltd., and Sappi Group.

Key Developments:

In November 2024, Amcor announced an agreement to acquire Berry Global for approximately USD 8.4 billion in stock. This merger aims to create a leading consumer and healthcare packaging company with annual revenues of about USD 24 billion. The transaction is expected to close by mid-2025, pending regulatory approvals.

In February 2023, Sealed Air acquired Liquibox for a purchase price of USD 1.15 billion on a cash and debt-free basis. Liquibox is a pioneer, innovator, and manufacturer of Bag-in-Box sustainable fluids & liquids packaging and dispensing solutions for fresh food, beverage, consumer goods, and industrial end-markets.

Product Types Covered:

Films & Wraps

Laminates

Bags & Pouches

Tubes

Films & Wraps

Other Product Types

Material Types Covered:

Polypropylene (PP)

Polyvinyl Chloride (PVC)

Polyethylene (PE)

Polyester (PET)

Polyamide (PA)

Polystyrene (PS)

Other Materials

End Users Covered:

Food & Beverage

Personal Care & Cosmetics

Pharmaceutical

Consumer Goods

Industrial Packaging

Agriculture

E-Commerce

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment

Opportunities, and recommendations)

- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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