

# **Flexible Plastic Packaging Coating Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Epoxy Coatings, Acrylic Coatings, Plasma Coatings, Phenolic Coatings, Others), By Substrate (Polyethylene, Polypropylene, Polyamide, Others), By End User (Pharmaceutical, Chemical, Automotive, Food & Beverage, Others), By Region and Competition, 2020-2030F**

<https://marketpublishers.com/r/F43E6FED18DCEN.html>

Date: June 2025

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: F43E6FED18DCEN

## **Abstracts**

### Market Overview

The Global Flexible Plastic Packaging Coating Market was valued at USD 1.85 Billion in 2024 and is anticipated to reach USD 2.28 Billion by 2030, growing at a CAGR of 3.72% during the forecast period. This market is witnessing steady growth, driven by rising demand for flexible plastic packaging across industries, especially in pharmaceuticals where safety, durability, and barrier performance are critical. These coatings improve the mechanical strength and functional integrity of packaging films, safeguarding product quality throughout the supply chain. While growing regulatory scrutiny and environmental concerns around plastic waste have posed challenges, they have also catalyzed innovation in eco-friendly coating solutions. Manufacturers are actively investing in R&D to develop recyclable, biodegradable, and sustainable coatings that meet evolving environmental and safety standards. With continued innovation, increasing cross-sector adoption, and heightened focus on sustainability, the flexible plastic packaging coating market is well-positioned for ongoing development and technological advancement.

## Key Market Drivers

### Growing Demand of Flexible Plastic Packaging Coating in Automotive Industry

The growing adoption of flexible plastic packaging coatings in the automotive industry is a key driver for market expansion. These coatings are increasingly applied to protect a wide range of automotive parts, offering resistance to UV radiation, moisture, corrosion, and mechanical wear. In addition to safeguarding functional components, these coatings enhance the visual appeal of parts, meeting high standards for quality and aesthetics. With global automotive production continuing to grow and industry players seeking cost-effective ways to improve component performance and longevity, flexible coatings are becoming indispensable. Their lightweight properties also support vehicle weight reduction efforts, which align with global goals to enhance fuel efficiency and reduce emissions. As automotive manufacturers ramp up output and implement new material standards, the demand for flexible plastic packaging coatings is expected to rise accordingly.

## Key Market Challenges

### Rise in Environmental Concerns

Despite the functional advantages of flexible plastic packaging coatings, increasing environmental concerns pose a major challenge to the market. These coatings, when combined with traditional plastic substrates, often reduce recyclability and complicate waste management. Improper disposal contributes to long-term plastic pollution, with coated materials persisting in landfills or leaching into natural ecosystems. As public awareness and environmental regulations intensify, manufacturers face mounting pressure to reduce their ecological impact. This has led to a shift toward biodegradable, water-based, and solvent-free coatings. However, the transition to sustainable alternatives involves technical, economic, and logistical complexities, particularly in scaling new formulations to commercial volumes. The demand for sustainable solutions is expected to reshape industry practices, but balancing performance, cost-efficiency, and compliance will remain an ongoing challenge.

## Key Market Trends

### Surge in Food Safety and Regulatory Compliance

The growing emphasis on food safety and regulatory compliance is driving demand for advanced packaging solutions, including flexible plastic coatings. These coatings provide critical protective barriers that help maintain food quality, extend shelf life, and prevent contamination. With foodborne illnesses affecting hundreds of millions annually, packaging has become a frontline defense in global food safety efforts. Regulatory bodies are enforcing stricter controls on materials used in food-contact applications, including phasing out hazardous chemicals such as PFAS. In response, manufacturers are developing coatings that are both compliant and high-performing. Additionally, demand for recyclable and environmentally friendly materials is rising, pushing the industry toward more sustainable practices. This dual focus on safety and sustainability is prompting rapid innovation and elevating the role of coatings in meeting modern packaging standards.

### Key Market Players

Allnex Netherlands B.V

Altana AG

Akzo Nobel N.V

American Packaging Corporation

BASF SE

DSM Coating Resins B.V

Schmid Rhyner AG

Sierra Coating Technologies LLC

The Dow Chemical Company

The Valspar Corporation

### Report Scope:

*Flexible Plastic Packaging Coating Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Se...*

In this report, the Global Flexible Plastic Packaging Coating Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Flexible Plastic Packaging Coating Market, By Type:

- Epoxy Coatings
- Acrylic Coatings
- Plasma Coatings
- Phenolic Coatings
- Others

#### Flexible Plastic Packaging Coating Market, By Substrate:

- Polyethylene
- Polypropylene
- Polyamide
- Others

#### Flexible Plastic Packaging Coating Market, By End User:

- Pharmaceutical
- Chemical
- Automotive
- Food & Beverage

Others

## Flexible Plastic Packaging Coating Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Flexible Plastic Packaging Coating Market.

## Available Customizations:

Global Flexible Plastic Packaging Coating Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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