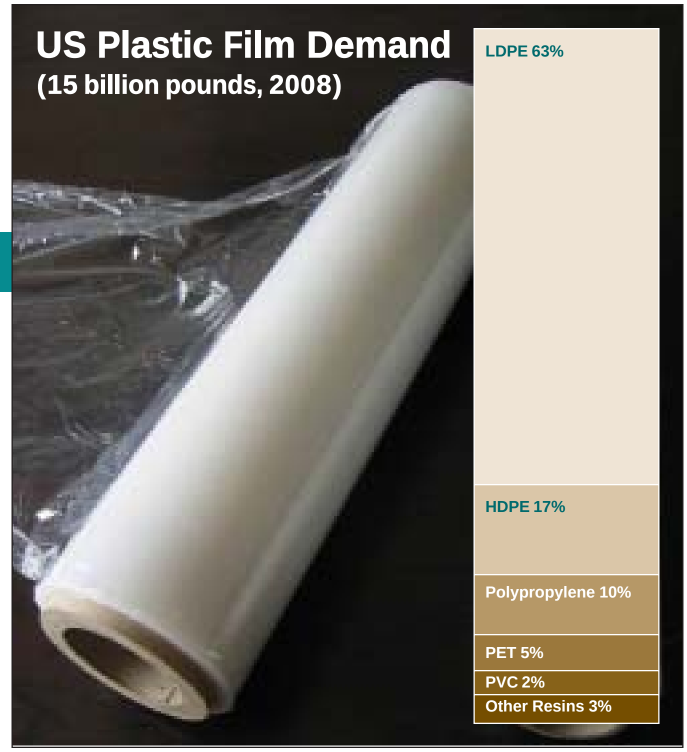
Freedonia®

US Industry Study

with forecasts to 2008 & 2013

Plastic Film

Study # 1827 | **July 2004** | **$4200**



Plastic film demand in US to reach $22.7 billion in 2008

Plastic film demand in the US is projected to expand 2.7 percent yearly to 15 billion pounds in 2008, valued at $9.5 billion (resin cost only). Total plastic film demand (including resins, additives and processing costs) will grow nearly five percent per annum to $22.7 billion in 2008. Plastic films will continue to make inroads at the expense of other materials due to cost and performance advantages, as well as technology and processing improvements.

LDPE to remain dominant film resin

Low density polyethylene will remain the dominant plastic film resin, with demand growing 2.7 percent annually to 9.4 billion pounds in 2008. Gains will result from the film's low cost, versatility and growing use in snack and produce packaging, stretch and shrink wrap, and retail bags. Further gains will be constrained by slower growth in uses such as textile, apparel and paper packaging, as well as nonpackaging uses such as food wrap and trash bags. High density polyethylene film demand is projected to increase 3.3 percent per annum to 2.5 billion pounds in 2008, fostered by good opportunities in snack food packaging, retail bags and trash bags.

Polypropylene holds best growth prospects

Polypropylene will provide the best opportunities among plastic film resins, with a projected annual growth rate of 4.7 percent to 1.6 billion pounds in 2008. Increases will be stimulated by further advances in food packaging for snacks, baked goods and dairy products. Ethylene vinyl alcohol films will provide the fastest growth prospects, although from a smaller base, due to greater barrier requirements in food markets. Polyvinyl chloride and polyvinylidene chloride films will exhibit the slowest increases.

Polyethylene terephthalate (PET) film demand will decrease to 660 million pounds in 2008. PET film declines in photographic applications will result from inroads made by digital technologies. Similarly, magnetic tape markets for PET film will diminish based on competition from newer technologies such as CDs and DVDs. Cellophane film demand will continue to decline due to competition from polypropylene and polystyrene.

Stretch, shrink wrap to drive gains in key packaging market

Packaging will remain the leading plastic film market, accounting for 75 percent of the total in 2008. This will result from cost and source reduction advantages over rigid packaging, as well as increased use of products such as breathable films and stand-up pouches.

Best film opportunities are anticipated in secondary packaging products such as stretch and shrink wrap due to growing consumer spending and industrial activity. Research efforts will focus on improving strength, sealing, barrier and other salient properties, as well as graphic capabilities, while maintaining a competitive cost position.

Study coverage

Details on these and other key findings are available in ***Plastic Film***, a 292-page Freedonia industry study priced at $4200. It provides historical US demand data (1993, 1998, 2003) plus forecasts to 2008 and 2013 by plastic film resin type and application. The study also presents macroeconomic and end-use indicator data, assesses industry structure, evaluates market share data and profiles 35 US industry competitors.

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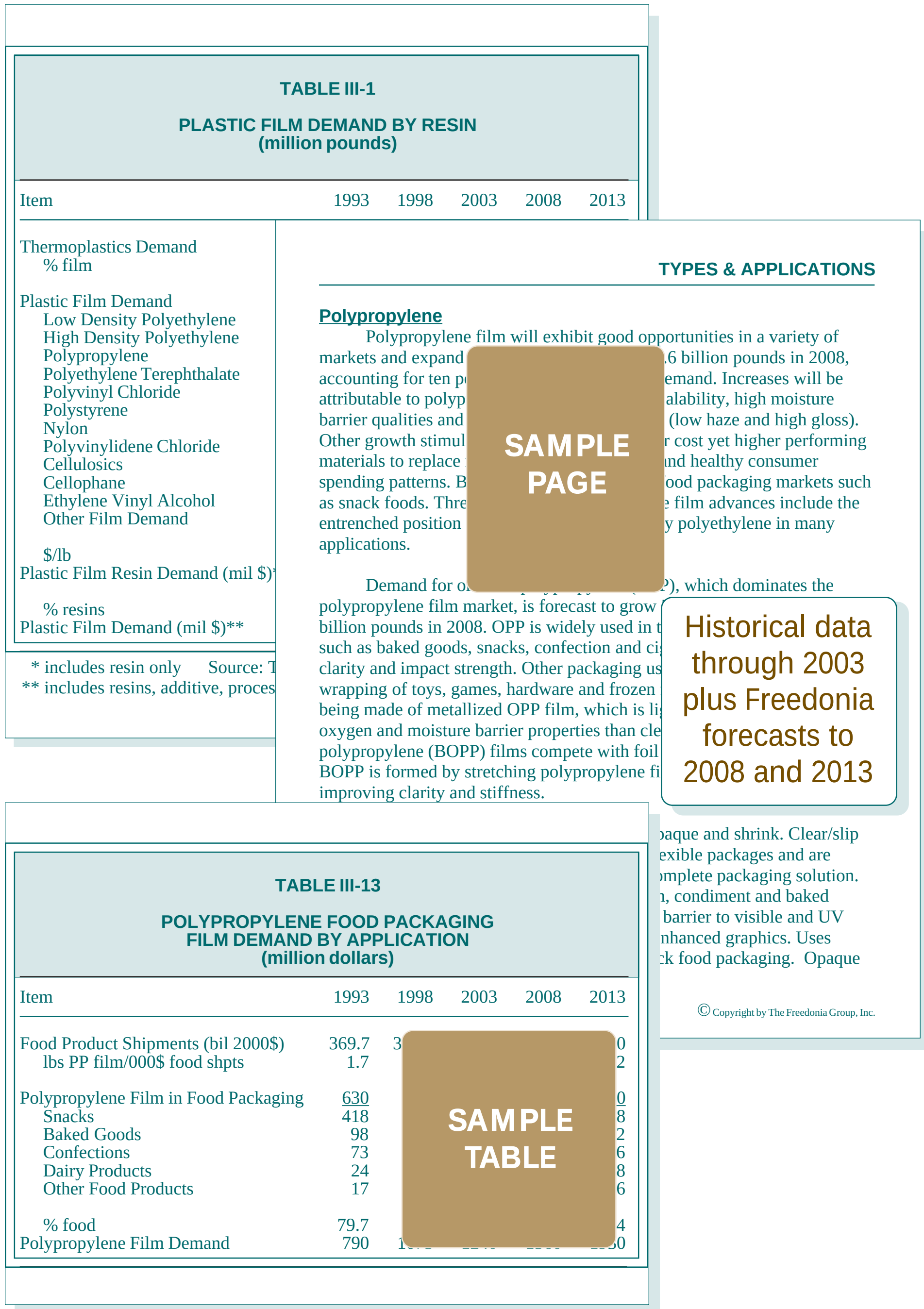
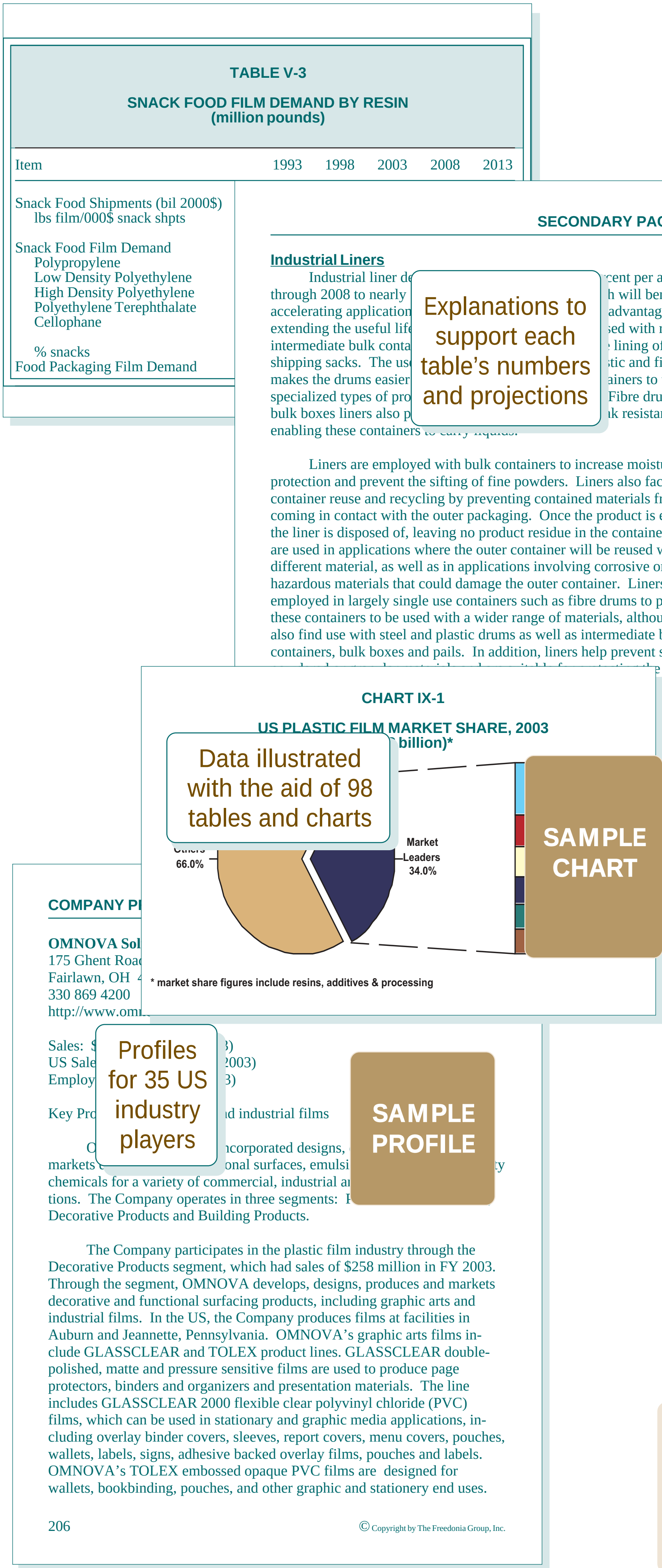


This study can help you:

- Determine your market & sales potential
- Complement your research & planning
- Learn more about industry competitors
- Assess new products & technologies
- Identify firms to merge with or acquire
- Gather data for presentations
- Confirm your own internal data
- Make better business decisions



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Pressure Sensitive Tapes

This study analyzes the US pressure sensitive tapes industry. It presents historical demand data through 2003 and forecasts to 2008 and 2013 by product (e.g., single- and double-coated tapes with plastic film, paper, cloth, rubber, plastic foam, glass cloth, foil and nonwoven backings; unbacked adhesive transfer tapes); by raw material and by application (e.g., industrial and construction, packaging and shipping, electrical and electronic). The study also evaluates market share and profiles leading suppliers.

#1864 .... 10/2004 .... $4100

Paper Versus Plastics in Packaging

This study analyzes selected US paper and plastic packaging markets. It presents historical data and forecasts to 2008 and 2013 by competitive application (e.g., snacks; meats and seafood; produce; dairy; dry foods; juice and fruit drinks; baked goods; candy; frozen food; prepared foods; detergents; pet food); and by type (e.g., bags and sacks; pouches; wraps; folding cartons; bottles; tubs and cups; shipping drums; trays). The study also presents company market share data and profiles industry competitors.

#1848 .... 09/2004 .... $4100

Produce Packaging

The US market for produce packaging will grow 5.1% annually through 2008 based on healthier eating trends and rising demand for fresh-cut, ready-to-eat produce. Plastic containers, bags and liners will lead gains. Among corrugated boxes, opportunities exist for modular systems like Corrugated Common Footprint (CCF) products. This study analyzes the $2.8 billion US produce packaging industry to 2008 and 2013 by type, application and end user. It also evaluates market share and profiles major producers.

#1828 .... 08/2004 .... $4100

Pouches

US demand for pouches will climb 7% annually through 2008, driven by the rapidly expanding stand-up pouch segment as well as healthy gains for flat pouches. The incorporation of such value-added features as resealability, spouts, and retort and aseptic properties will further stimulate advances for all pouch varieties, particularly stand-up pouches. This study analyzes the $3.7 billion US pouch industry to 2008 and 2013 by product and market. It also presents market share data and profiles industry competitors.

#1824 .... 07/2004 .... $4200

Labels

US label shipments will grow 5.7% annually through 2008 based on new label technologies, substrates, adhesives and coatings. Bar codes used in transportation and distribution markets, EAS and RFID will also benefit demand. Best gains will be in secondary functions such as data processing and inventory control. This study analyzes the US label industry to 2008 and 2013 by material, application method, printing technology and function. The study also evaluates market share and profiles leading competitors.

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