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US Collection

Pouches: United States

May 2017



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Table of Contents

1. Highlights	3
2. Market Environment	4
Historical Trends	4
Key Economic Indicators	5
Product Characteristics	6
Pouch Types	6
Value-Added Features	6
Growth Opportunities by Pouch Type	7
Production Methods	8
3. Segmentation & Forecasts	9
Markets	9
Snacks	11
Candy & Confections	12
Baked Goods	12
Produce	13
Beverages	14
Dairy Products	14
Other Food Products	15
Pharmaceuticals	17
Medical	18
Other Nonfood Products	18
4. Industry Structure	21
Industry Characteristics	21
Market Leaders	22
Bemis Company	22
Coveris Holdings	23
ProAmpac	23
5. About This Report	24
Scope & Method	24
Sources	25
Industry Codes	25
Resources	26

List of Tables & Figures

Figure 1 US Pouch Demand Trends, 2006-2016	4
Table 1 Key Indicators for US Pouch Demand; 2006, 2011, 2016, 2021 (US\$ bil)	5
Figure 2 US Pouch Demand by Market; 2006, 2011, 2016, 2021 (US\$ mil)	9
Table 2 US Pouch Demand by Market; 2006, 2011, 2016, 2021 (US\$ mil)	9
Figure 3 US Pouch Demand by Market; 2006, 2011, 2016, 2021 (%)	20
Table 3 Major Suppliers the US Pouch Market by Principal Product Lines	22
Table 4 Industry Codes Related to Pouches	25

About This Report

Scope & Method

This report forecasts US pouch demand in US dollars at the manufacturers' level to 2021. Total demand is segmented by market in terms of:

- snacks
- candy and confections
- baked goods
- produce
- beverages
- dairy products
- other food products such as meat, poultry, and seafood; pet food; and baby food
- pharmaceuticals
- medical
- other nonfood products such as agricultural and horticultural products, chemicals, and paper and textile products.

In the scope of this report, primary packaging is defined as materials in direct contact with food or other products and which function to contain, protect, and store products for future consumption (eg, pasta pouches). This report mainly includes primary packaging and excludes most secondary packaging. Transport packaging is also excluded.

To illustrate historical trends, total demand is provided in an annual series from 2006 to 2016; the various segments are reported at five-year intervals for 2006, 2011, and 2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

About This Report

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Pouches: United States (FF30010) is based on *Converted Flexible Packaging Market in the US*, comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 4 | Industry Codes Related to Pouches

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
322221	Coated and Laminated Packaging Paper Mfg	2671	Packaging Paper and Plastics Film, Coated and Laminated
322222	Coated and Laminated Paper Mfg	2672	Coated and Laminated Paper, NEC
322223	Coated Paper Bag and Pouch Mfg	2673	Plastics, Foil, and Coated Paper Bags
322224	Uncoated Paper and Multiwall Bag Mfg	2674	Uncoated Paper and Multiwall Bags
322225	Laminated Aluminum Foil Mfg for Flexible Packaging Uses	3497	Metal Foil and Leaf
326111	Plastics Bag and Pouch Mfg		
326112	Plastics Packaging Film and Sheet (including Laminated) Mfg		

Source: US Census Bureau

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Resources

The Freedonia Group

Converted Flexible Packaging Market in the US, May 2017

Freedonia Industry Studies

Barrier Films Market in the US, April 2017

Poultry Packaging Market in the US, March 2017

Meat Packaging Market in the US, February 2017

World Wine Packaging, July 2016

Food Containers: Rigid & Flexible, February 2016

Produce Packaging, August 2015

Specialty Films, August 2015

Wine Packaging, August 2015

Freedonia Focus Reports

Barrier Films: United States

Converted Flexible Packaging: United States

Grain-Based Foods: United States

Meat & Poultry Packaging: United States

Meat & Poultry Products: United States

Pharmaceutical Packaging: United States

Pharmaceuticals: United States

Polyethylene: United States

Processed Food: United States

Wine Packaging: United States

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Beverage World

Flexible Packaging

Food Processing

PackagePrinting

Packaging Digest

Packaging Strategies

Packaging World

Plastics News

Plastics Technology

Plastics Today

Prepared Foods

Agencies & Associations

Aluminum Association

American Chemistry Council – Plastics Division

American Forest & Paper Association

Flexible Packaging Association

United States Census Bureau

United States International Trade Commission