

Freedonia Focus Reports
US Collection



Pouches: United States

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About This Report

Scope

This report forecasts to 2024 US pouch demand in nominal US dollars at the manufacturer level. Total demand is segmented by product in terms of:

- flat
- standup

Total demand is also segmented by market as follows:

- candy and snacks
- processed food
- fresh produce
- meat, poultry, and seafood
- other food, such as beverages, pet food and snacks, and cheese
- medical and pharmaceutical
- consumer products
- industrial and other nonfood

To illustrate historical trends, total demand is provided in annual series from 2009 to 2019; the various segments are reported at five-year intervals for 2009, 2014, and 2019.

Excluded from the scope of the report are bags and sacks, bag-in-box packaging, reusable pouches, non-packaging pouch applications (e.g., pouches for in-house sterilization of medical and dental instruments), and air cushioning pouch packaging systems.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, 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 *Pouches*, a 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, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- proprietary national consumer survey data
- syndicated retail sales tracking data

About This Report

- 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 5 | NAICS & SIC Codes Related to Pouches

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
322220	Paper Bag and Coated and Treated Paper Mfg	2671	Packaging Paper and Plastics Film, Coated and Laminated
326111	Plastics Bag and Pouch Mfg	2672	Coated and Laminated Paper, NEC
326112	Plastics Packaging Film and Sheet (including Laminated) Mfg	2673	Plastics, Foil, and Coated Paper Bags
		2674	Uncoated Paper and Multiwall Bags
		3497	Metal Foil and Leaf

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis,

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end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia 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.

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The Freedonia Group

Pouches

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Food Containers in the US

Food Safety Products in the US

Foodservice Single-Use Products

Global Disposable Medical Supplies

Global Foodservice Single-Use Products

Global Packaging Machinery

Global Pharmaceutical Packaging

Lawn & Garden Consumables

Meat, Poultry, & Seafood Packaging

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