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US Collection

Poultry Packaging: United States

March 2020



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About This Report

Scope

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

- chicken
- turkey and other poultry products such as goose and duck

Total demand is also segmented by market as follows:

- fresh and frozen
- processed
- ready-to-eat

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.

“Packaging” refers to any containers, wraps, or accessories contained in or attached to containers or wraps that are used to ship poultry products to retail or foodservice locations. Packaging used for imported foods that are packaged outside of the US is excluded from the scope.

This report includes only packaging for animal-based products that are intended for human consumption, and excludes meat-alternative foods.

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

Poultry Packaging: United States (FF30064) is based on *Meat, Poultry, & Seafood Packaging*, 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
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group

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- 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 Poultry Packaging

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
322130	Paperboard Mills	2631	Paperboard Mills
322211	Corrugated and Solid Fiber Box Mfg	2652	Setup Paperboard Boxes
322212	Folding Paperboard Box Mfg	2653	Corrugated and Solid Fiber Boxes
322219	Other Paperboard Container Mfg	2657	Folding Paperboard Boxes, Including Sanitary
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
326199	All Other Plastics Product Mfg	2674	Uncoated Paper and Multiwall Bags
327213	Glass Container Mfg	2679	Converted Paper Products, NEC
332431	Metal Can Mfg	3089	Plastics Products, NEC
		3221	Glass Containers
		3497	Metal Foil and Leaf
		3411	Metal Cans

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

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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, 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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Resources

The Freedonia Group

Meat, Poultry, & Seafood Packaging

Freedonia Industry Studies

Barrier Films Market in the US

Cannabis Packaging Opportunities

Converted Flexible Packaging

Food & Beverage Packaging Innovation

Food Containers in the US

Food Safety Products in the US

Foodservice Single-Use Products

Global Adhesives & Sealants

Global Corrugated Boxes

Global E-Commerce

Global E-Commerce Packaging

Global Protective Packaging

Global Pharmaceutical Packaging

Medical Device Packaging

Packaging Films Market in the US

Pharmaceutical Packaging Market in the US

Pouches in the US

Produce Packaging Market in the US

Retail-Ready Packaging

Rigid Bulk Packaging

Specialty Films

Stretch & Shrink Film Market in the US

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Frozen Foods: United States

Global Food E-Commerce

Meat & Poultry Products: United States

Meat & Poultry Retail: United States

Packaging Machinery: United States

Packaging: United States

Processed Food: United States

Restaurants & Foodservice: United States

Specialty Films: United States

Freedonia Custom Research

Packaged Facts Reports

Eating Trends: Meat, Dairy, Vegetarian, and Vegan

Global Meat & Poultry Trends

Meal Kits: Trends and Opportunities in the U.S.

Trade Publications

Flexible Packaging

Food & Beverage Packaging

Food Processing

Meat & Poultry

The National Provisioner

Packaging Digest

Packaging World

Plastics News

Plastics Technology

Prepared Foods

Progressive Grocer

Refrigerated & Frozen Foods

Supermarket News

Agencies & Associations

American Chemistry Council

Can Manufacturers Institute

Fibre Box Association

Flexible Packaging Association

National Chicken Council

National Turkey Federation

North American Meat Institute

United States Census Bureau

United States Department of Agriculture

United States International Trade Commission

US Meat Export Federation