



Freedonia Focus Reports
US Collection

Packaging Films: United States

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About This Report

Scope

This report forecasts to 2024 US packaging film demand in pounds. Total demand is segmented by resin in terms of:

- linear low density polyethylene (LLDPE)
- polypropylene
- low density polyethylene (LDPE)
- other resins such as polyvinyl chloride (PVC), high density polyethylene (HDPE), and polyethylene terephthalate (PET)

Total demand is also segmented by market as follows:

- meat, poultry, and seafood
- baked goods
- snack food
- other food markets such as produce, dairy products, and candy and confections
- pharmaceuticals
- other nonfood markets such as paper and textile products, rack and counter goods, and medical products

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.

This report analyzes the US market for plastic packaging film, including converted or unconverted plastic films. Monolayer, multilayer, oriented, and metallized films are included. The different resin components of multilayer films are accounted for separately. Secondary packaging film such as retail bags are excluded from the scope of this report.

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

Packaging Films: United States (FF30065) is based on [Plastic Film](#), 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:

About This Report

- 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
- 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 Packaging Films

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
325211	Plastics Material and Resin Manufacturing	2671	Packaging Paper and Plastics Film, Coated and Laminated
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	2821	Plastics Materials, Synthetic Resins, and Nonvulcanizable Elastomers
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	3081	Unsupported Plastics Film and Sheet

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.

About This Report

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

Plastic Film

Freedonia Industry Studies

Cannabis Packaging Opportunities

Converted Flexible Packaging

Food & Beverage Packaging Innovation

Foodservice Single-Use Products

Global Bulk Packaging

Global E-Commerce Packaging

Meat, Poultry, & Seafood Packaging

Produce Packaging

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Polyethylene: United States

Polypropylene: United States

Polystyrene: United States

Specialty Films: United States

Stretch & Shrink Film: United States

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Chemical & Engineering News

Chemical Week

Flexible Packaging

ICIS Chemical Business

Modern Plastics

Packaging Digest

Packaging World

Plastics Engineering

Plastics News

Agencies & Associations

American Chemistry Council

Flexible Packaging Association

North American Meat Institute

United States Census Bureau

United States Department of Agriculture