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Packaging Films: United States

July 2017



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About This Report

Scope & Method

This report forecasts US packaging film demand in pounds to 2021. Total demand is segmented by market in terms of:

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

For the purposes of this report, “packaging film” refers to converted or unconverted plastic films used in food and nonfood primary packaging applications. Excluded from this report are laminates of conventional films with foils, paper, or other commodity materials.

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. This report excludes most secondary packaging. Transport packaging is also excluded.

Total demand is also segmented by resin as follows:

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

To illustrate historical trends, total demand is provided in 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

About This Report

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.

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

Packaging Films: United States (FF30065) is based on *Packaging Films Market in the US*, 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 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 5 | Industry Codes Related to Packaging Film

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
325211	Plastics Material and Resin Mfg	2671	Packaging Paper and Plastics Film, Coated and Laminated
326112	Plastics Packaging Film and Sheet (including Laminated) Mfg	2821	Plastics Materials, Synthetic Resins, and Nonvulcanizable Elastomers
326113	Unlaminated Plastics Film and Sheet (except Packaging) Mfg	3081	Unsupported Plastics Film and Sheet

Source: US Census Bureau

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Resources

The Freedonia Group

Packaging Films Market in the US, July 2017

Freedonia Industry Studies

Pharmaceutical Packaging in the US, June 2017

Converted Flexible Packaging in the US, May 2017

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

Aseptic Packaging, March 2016

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Meat & Poultry Packaging: United States

Meat Packaging: United States

Plastic Film: United States

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Plastics Engineering

Plastics News

Agencies & Associations

American Chemistry Council

American Meat Institute

Flexible Packaging Association

United States Census Bureau

United States Department of Agriculture