

Freedonia Focus Reports  
World Collection



# World Pouches

November 2014



## Highlights

World Overview and Forecasts  
Demand by Product | Demand by Market

Regional Trends and Forecasts  
Regional Demand Overview | North America | Western Europe | Asia/Pacific  
Other Regions

Industry Structure  
Industry Composition and Characteristics | Additional Companies Cited

Resources

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## ABOUT THIS REPORT

### Scope & Method

This report forecasts total world demand in 2018 for pouches by product, market, and major world region in US dollars at the manufacturers' level. Product segments include:

- flat pillow
- flat four-side-seal
- flat three-side-seal
- stand-up.

Bags and sacks, bag-in-box packaging, reusable pouches, non-packaging pouch applications (eg, pouches for in-house sterilization of medical and dental instruments), and air cushioning pouch packaging systems are excluded from the scope of this report.

Reported markets encompass:

- food
- beverages
- medical and pharmaceutical
- other markets such as consumer products and industrial products.

Major world regions include North America, Western Europe, Asia/Pacific, and all other regions.

Demand by product segment is also forecast for each major world region.

To illustrate historical trends world, product, market, and regional demand (including product segments) are provided for 2008 and 2013. Further, regional demand is segmented by market for 2013.

Forecasts are developed via the identification and analysis of pertinent statistical relationships and other historical trends/events as well as their expected progression/impact over the forecast period. Changes in quantities between reported years of a given total or segment are typically provided in terms of five-year compound annual growth rates (CAGRs). For the sake of brevity, forecasts are generally stated in smoothed CAGR-based descriptions to the forecast year, such as "demand is projected to rise 3.2% annually through 2018." The result of any particular year over that period, however, may exhibit volatility and depart from a smoothed, long-term trend, as historical data typically illustrate.

Demand in US dollars reflects local-currency inflation from reported year to reported year, but rates of exchange between local currencies and the US dollar are held constant in all reported periods, that is, at an average-annual exchange rate calculated

for the base year of 2013.

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

*World Pouches* is based on [a comprehensive industry study](#) published by The Freedonia Group in November 2014. 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
- The Freedonia Group Consensus Forecasts dated June 2014
- the findings of other industry 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

The topic of this report is related to the following industry codes:

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
322225	Laminated Aluminum Foil Mfg for Flexible Packaging Uses	2672	Coated and Laminated Paper, NEC
326112	Plastics Packaging Film and Sheet (including Laminated) Mfg	3497	Metal Foil and Leaf
333993	Packaging Machinery Mfg	3565	Packaging Machinery

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