Produce Packaging

US Industry Study with Forecasts for **2014 & 2019**

Study #2653 | June 2010 | $4800 | 295 pages

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US Industry Study with Forecasts for ***2014 & 2019***

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MARKET ENVIRONMENT

PACKAGING TYPES

APPLICATIONS

END USERS

INDUSTRY STRUCTURE

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Packaging demand will be aided by retailer preferences for display-ready packaging and a favorable outlook for fresh-cut, ready-to-eat produce, which tends to use more value-added packaging.

US demand to increase 3.6% yearly through 2014

Demand for produce packaging in the US is forecast to increase 3.6 percent per year to $4.8 billion in 2014. Growth will be fueled by a rebound in fresh produce production and improved consumer spending in a recovering US economy. Other trends stimulating gains include increased nutritional awareness and efforts to curb obesity, which will promote healthier eating and interest in foods such as produce. Packaging demand will be further aided by retailer preferences for display-ready packaging to hold down labor costs and a favorable outlook for fresh-cut, ready-to-eat produce, which offers convenience and tends to use more value-added packaging than bulk produce. Demographic trends such as smaller average household sizes, the aging of the population, high numbers of households where all adults work, and expanding Hispanic and Asian populations will also favorably impact fresh produce demand. Preventing faster growth will be price sensitivity among consumers and competition from processed fruits and vegetables, which tend to be less costly than fresh produce and have a longer shelf life.

US Produce Packaging Demand
($4.0 billion, 2009)

Plastic containers to see fastest gains

Corrugated boxes, which accounted for 38 percent of produce packaging demand in 2009, will remain the leading packaging type through 2014 and beyond. Box demand is projected to increase a below-average 2.5 percent per year through 2014, based on more moderate box price increases than in the 2004-2009 period, the maturity of most applications and competition from reusable plastic containers (RPCs). Plastic containers will experience the fastest gains among major produce packaging types, with demand expected to increase 6.1 percent annually through 2014. Advances will be propelled by solid growth in berry production and expanding applications for clamshells and other plastic containers with whole and fresh-cut produce. Concerns regarding food safety and security will boost demand for plastic containers with tamper resistance features.

Bag and liner demand is expected to increase 3.1 percent annually through 2014, with slower growth the result of the increasing maturity of the salad market, competition from plastic containers and a flat outlook for paper and textile bags. Faster advances for plastic bags will be fueled by growth in the variety of fresh-cut offerings, greater use of resealable and easy opening bags, and requirements for value-added modified atmosphere packaging films offering extended shelf life. The outlook in smaller segments such as trays, plastic film, RPCs, wood crates, foam boxes and molded pulp baskets will be varied, with RPCs and temperature monitoring and traceability systems expected to experience solid increases.

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Sample Text, Table & Chart

APPLICATIONS

Onions

Demand for fresh onion packaging is projected to expan
percent per year to nearly $ ... ects w
ported by a rebound in proc ... ising
ready-to-use chopped and s ... astic c
and plastic bags. Onions w ... es for
based on their importance i ... s and
array of chopped, sliced an ... nions,
increased convenience in foo ... d bars.
use onions will also make increased inroads in retail produce
consumer willingness to pay for convenience. Packaging de
also be helped by the increasing availability of specialty type
sweet onions.

Mesh bags and corrugated boxes are the primary packag
for fresh onions. Additional demand is generated by plastic c
plastic bags and pouches, and trays. Mesh bags include sizes
from 1 to 50 pounds, with 2-, 3- and 5-pound sizes most typi
packages. Onions in 2-, 3- and 5-pound packages typically u
weight bags made from VEXAR (Conwed Plastics) mesh netting. Larger mesh onion bags, such as 8- and 10-pound types, are produced from higher-cost mesh, which actually raises the price per pound compared to the smaller bags. Typical box sizes include 10-, 25-, 40- and 50-pound types. Ten-pound boxes are frequently used with loose bunches of green onions.

Plastic containers of one pound or less are used primar
cialty small onions and with chopped and sliced onions. Cl
use with whole small onions while round and square tubs ar
typically used with chopped and sliced onions. While plasti
made from conventional resins are dominant, biodegradable
also gaining ground as suppliers of fresh-cut produce respon

128 Copyright 201

SAMPLE TEXT

TABLE IV-2

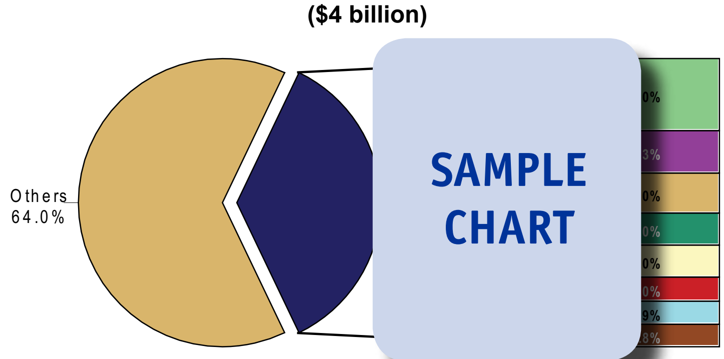
FRESH VEGETABLE PACKAGING DEMAND BY TYPE & FORMAT (million dollars)

Item	1999	2004	2009	2014	2019
Fresh Vegetable Production (bil lb)					
$ pkg/000 lb vegetables					
Fresh Vegetable Packaging Demand					
By Type:					
Potatoes					
Lettuce*					
Tomatoes					
Onions					
Carrots					
Mushrooms					
Celery					
Cabbage					
Other					
By Format:					
Bulk					
Ready-to-Eat					
% vegetables					
Total Produce Packaging Demand					

SAMPLE TABLE

CHART VI-1

US PRODUCE PACKAGING MARKET SHARE, 2009 ($4 billion)



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Sample Profile, Table & Forecast

TABLE III-3

BAG & LINER DEMAND IN PRODUCE PACKAGING (million dollars)

Item	1999	2004	2009	2014	2019
Fresh Produce Production (bil lb)					
$ bag/000 lb produce					
Bag & Liner Demand					
By Material:					
Plastic					
Mesh					
Paper & Textile					
By Application:					
Vegetables					
Fruit					
Salad					
% bags & liners					
Total Produce Packaging Demand					

SAMPLE TABLE

COMPANY PROFILES

Rehrig Pacific Company
4010 East 26th Street
Los Angeles, CA 90058
323-262-5145
http://www.rehrigpacific.com

Annual Sales
Employment:

Key Products ... harvest totes and specialty ...

SAMPLE PROFILE

Rehrig P... n molded reusable shipping ... stries. Other products includ... ecycling containers, dairy and soft drink cases, bulk milk containers, hazardous waste containers and cooler display products. The privately held company is organized into six product groups: Material Handling, Beverage, Bakery, Dairy, Environmental and Agriculture.

The Company is active in the US produce packaging industry via the Agriculture product group. Through this group, Rehrig Pacific makes such products as reusable plastic containers (RPCs), grape crates, harvest totes and specialty crates for fresh produce packaging and shipping applications. These containers are designed as alternatives to cardboard or wooden varieties, and are suitable for packaging a broad range of fruits and vegetables. RPCs from the Company are engineered to be rigid and stackable when loaded, but are collapsible for more convenient storage when empty. Among other fruits and vegetables, RPCs can be used to store, transport and display pumpkins, oranges, apples, tomatoes, bell peppers and bananas. In addition, Rehrig Pacific's RPCs feature LIFT & LOCK crate wall locking mechanisms,

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"Demand for bags and liners in fresh produce packaging is forecast to increase 3.1 percent per year to $1.4 billion in 2014, slightly below the produce packaging average and a deceleration from the 2004-2009 pace based on the increased maturity of the bagged salad market, a flat outlook for paper and textile bags, and more moderate plastic material price increases. Still, opportunities will be available due to the greater use of bags for fresh-cut produce as the variety of fresh-cut offerings increases."
--Section III, pg. 67

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Other Studies

Plastic Containers

US plastic container demand will rise 4.3% yearly to 2014, driven by performance advantages over alternative packaging media. Bottles and jars will remain the dominant type, while pails and other containers grow the fastest. PET and HDPE will remain the most common resins while polypropylene leads gains. This study analyzes the 12.5 billion pound US plastic container industry, with forecasts for 2014 and 2019 by type and resin. It also evaluates company market share and profiles industry players.

#2672 .... August 2010 .... $4900

Corrugated & Paperboard Boxes

US corrugated and paperboard box demand will rise 2.4% yearly through 2014. Gains will be driven in part by higher-value types with better graphics capabilities, including folding cartons and corrugated boxes. Internet-based shopping will also support box demand. Durable goods will be the fastest growing market. This study analyzes the $32.3 billion US corrugated and paperboard box industry, with forecasts for 2014 and 2019 by material, product and market. It also evaluates company market share and profiles industry players.

#2598 .... March 2010................... $4800

World Food Containers

Global demand for food containers is forecast to increase 3.9% annually through 2013. Bags and pouches will remain the largest product type while plastic containers will grow the fastest. Some of the best gains are expected in the BRIC countries of Brazil, Russia, India and China. This study analyzes the $103 billion world food container industry, with forecasts for 2013 and 2018 by product, market, world region and for 22 countries. It also evaluates company market share and profiles industry players.

#2601 .... February 2010................. $5800

Frozen Food Packaging

US demand for frozen food packaging will climb 3.7% yearly through 2013. Gains will be driven by the popularity of convenience-type foods, the prevalence of microwave ovens, and technological advances in packaging. Frozen food specialties and meat, poultry and seafood will be the fastest growing applications. This study analyzes the $5.7 billion US frozen food packaging industry, with forecasts for 2013 and 2018 by application and product. It also evaluates company market share and profiles industry players.

#2594 ....January 2010 .... $4700

Active & Intelligent Packaging

US demand for active and intelligent packaging will climb 8.3% yearly through 2013, driven in part by food safety concerns and losses in perishables. Intelligent packaging will grow the fastest, propelled by time-temperature indicators and other products that offer product differentiation, traceability and interactive features. This study analyzes the $1.3 billion US active and intelligent packaging industry, with forecasts for 2013 and 2018 by product and market. It also evaluates market share and profiles industry players.

#2515 .... July 2009.................... $4700

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