

[CLICK TO VIEW](#)

[Table of Contents 2](#)

[List of Tables & Charts 3](#)

[Study Overview 4](#)

[Sample Text, Table
& Chart 5](#)

[Sample Profile, Table &
Forecast 6](#)

[Order Form & Corporate
Use License 7](#)

[About Freedonia,
Custom Research,
Related Studies, 8](#)



Converted Flexible Packaging

US Industry Study with Forecasts for **2015 & 2020**

Study #2807 | October 2011 | \$5100 | 422 pages



The Freedonia Group

767 Beta Drive

Cleveland, OH • 44143-2326 • USA

Toll Free US Tel: 800.927.5900 or +1 440.684.9600

Fax: +1 440.646.0484

E-mail: info@freedoniagroup.com

www.freedoniagroup.com

Table of Contents

EXECUTIVE SUMMARY

MARKET ENVIRONMENT

Macroeconomic Outlook	5
Demographic & Household Trends	9
Consumer Income & Spending	12
Food & Beverage Industry Overview	15
Consumer Preferences.....	17
Distribution Trends	19
Retail Sales Outlook	21
Packaging Trends	23
Performance	26
Aesthetics	27
Competitive Packaging Materials	28
Pricing Trends.....	31
Technological Developments	35
Environmental & Regulatory Factors.....	40
International Outlook	43

MATERIALS

Plastic Film	48
Polyethylene Film	51
Food Packaging	54
Nonfood Packaging	60
Polypropylene Film	64
Food Packaging	68
Nonfood Packaging	73
Polyester Film.....	75
Food Packaging	77
Nonfood Packaging	80
Polyvinyl Chloride Film	82
Food Packaging	84
Nonfood Packaging	86
Nylon Film.....	88
Polystyrene Film	91
Polyvinylidene Chloride Film.....	93
Ethylene Vinyl Alcohol Film.....	96
Degradable Films	98
Other Films.....	103
Paper	105
Kraft & Sulfite.....	107
Food Packaging	110
Nonfood Packaging	113
Glassine & Greaseproof.....	116
Food Packaging	118
Nonfood Packaging	120
Oiled & Waxed	121
Aluminum Foil.....	123
Food Packaging	126
Nonfood Packaging	127

PRODUCT & MARKET OVERVIEW

Bags	133
Pouches.....	137
Other	141

FOOD PACKAGING

Meat & Related Products	147
Meat & Related Products Outlook	148
Converted Flexible Packaging Demand.....	149
Materials.....	154

Baked Goods	159
Baked Goods Outlook	159
Converted Flexible Packaging Demand.....	161
Materials.....	164
Snack Food	167
Snack Food Outlook	168
Converted Flexible Packaging Demand.....	170
Materials.....	172
Grain Mill Products	176
Grain Mill Product Outlook	177
Converted Flexible Packaging Demand.....	179
Materials.....	182
Produce	185
Fresh Fruit & Vegetable Outlook.....	185
Converted Flexible Packaging Demand.....	186
Materials.....	190
Candy & Confections.....	193
Candy & Confections Outlook.....	194
Converted Flexible Packaging Demand.....	196
Materials.....	199
Frozen Food	203
Frozen Food Outlook	204
Converted Flexible Packaging Demand.....	206
Materials.....	208
Dairy Products	211
Dairy Products Outlook.....	212
Converted Flexible Packaging Demand.....	214
Materials.....	219
Beverages	221
Beverage Products Outlook.....	222
Converted Flexible Packaging Demand.....	224
Materials.....	229
Other Foods	231
Converted Flexible Packaging Demand.....	232
Materials.....	236

NONFOOD PACKAGING

Pharmaceuticals.....	240
Pharmaceutical Industry Outlook	241
Converted Flexible Packaging Demand.....	244
Materials.....	247
Medical Products.....	249
Medical Products Outlook.....	250
Converted Flexible Packaging Demand.....	252
Materials.....	257
Paper & Textile Products.....	259
Paper & Textile Products Outlook	260
Converted Flexible Packaging Demand.....	263
Materials.....	266
Agricultural & Horticultural Products.....	269
Agricultural/Horticultural Industry Outlook.....	270
Converted Flexible Packaging Demand.....	273
Materials.....	277
Chemicals	279
Chemical Products Outlook.....	279
Converted Flexible Packaging Demand.....	282
Materials.....	286
Rack & Counter.....	288
Converted Flexible Packaging Demand.....	288
Materials.....	290
Other Nonfood Markets	292
Converted Flexible Packaging Demand.....	292
Materials.....	296

INDUSTRY STRUCTURE

Market Share	304
Acquisitions & Divestitures.....	312
Marketing Strategies.....	317
Channels of Distribution.....	318
Research & Development.....	319
Competitive Strategies.....	322
Cooperative Agreements.....	324

COMPANY PROFILES

Amcor Limited.....	328
American Packaging	331
Ampac Packaging	334
Applied Extrusion Technologies	336
Bancroft Bag	338
Bemis Company	340
Berry Plastics	344
Bryce Corporation	348
Clear Lam Packaging.....	349
Clondalkin Group.....	351
Coating Excellence International	353
DuPont (EI) de Nemours.....	355
Exopack Holding	357
Exxon Mobil	362
Graphic Packaging.....	365
Honeywell International.....	367
Hood Companies	369
Innovia Films	372
InterFlex Group.....	375
Kuraray Company	377
Mitsubishi Chemical.....	379
Nordenia International.....	381
Oracle Packaging.....	383
Packaging Dynamics	385
Printpack Incorporated	388
Prolamina Corporation	390
Reynolds Group.....	392
Scholle Corporation	395
Sealed Air	398
Shields Bag and Printing	401
Sigma Plastics	402
Sonoco Products	406
Toray Industries	408
Tredegar Corporation	410
Wihuri Oy	411
Additional Companies in the US Industry	414

List of Tables/Charts

EXECUTIVE SUMMARY

1 Summary Table	3
-----------------------	---

MARKET ENVIRONMENT

1 Macroeconomic Indicators	8
2 Population & Households	12
3 Personal Consumption Expenditures	14
4 Food & Beverage Shipments	17
5 Retail Sales.....	23
6 Packaging Supply & Demand	25
7 Selected Raw Material Prices.....	35

List of Tables/Charts

(continued from previous page)

MATERIALS

1	Converted Flexible Packaging Material Demand by Type.....	47
Cht	Converted Flexible Packaging Material Demand by Type, 2010	48
2	Plastic Film Demand in Converted Flexible Packaging by Resin.....	50
Cht	Plastic Film Demand in Converted Flexible Packaging by Resin, 2010	51
3	Polyethylene Film Demand in Converted Flexible Packaging by Type & Market	54
4	Polyethylene Film Demand in Converted Flexible Food Packaging by Type & Market.....	55
Cht	Polyethylene Film Demand in Converted Flexible Food Packaging by Market, 2010	56
5	Polyethylene Film Demand in Converted Flexible Nonfood Packaging by Type & Market.....	63
Cht	Polyethylene Film Demand in Converted Flexible Nonfood Packaging by Market, 2010	64
6	Polypropylene Film Demand in Converted Flexible Packaging by Type & Market	68
7	Polypropylene Film Demand in Converted Flexible Food Packaging	72
Cht	Polypropylene Film Demand in Converted Flexible Food Packaging, 2010.....	73
8	Polypropylene Film Demand in Converted Flexible Nonfood Packaging	75
9	Polyester Film Demand in Converted Flexible Packaging by Market.....	77
10	Polyester Film Demand in Converted Flexible Food Packaging	80
11	Polyester Film Demand in Converted Flexible Nonfood Packaging	82
12	Polyvinyl Chloride Film Demand in Converted Flexible Packaging by Market.....	84
13	Polyvinyl Chloride Film Demand in Converted Flexible Food Packaging	85
14	Polyvinyl Chloride Film Demand in Converted Flexible Nonfood Packaging	87
15	Nylon Film Demand in Converted Flexible Packaging by Market.....	91
16	Polystyrene Film Demand in Converted Flexible Packaging by Market.....	93
17	Polyvinylidene Chloride Film Demand in Converted Flexible Packaging by Market	95
18	Ethylene Vinyl Alcohol Film Demand in Converted Flexible Packaging by Market	98
19	Degradable Film Demand in Converted Flexible Packaging by Type & Market	103
20	Other Plastic Film Demand in Converted Flexible Packaging by Market.....	105
21	Paper Demand in Converted Flexible Packaging by Type.....	107
22	Kraft & Sulfite Paper Demand in Converted Flexible Packaging by Market.....	110
23	Kraft & Sulfite Paper Demand in Converted Flexible Food Packaging	113

24	Kraft & Sulfite Paper Demand in Converted Flexible Nonfood Packaging	115
25	Glassine & Greaseproof Paper Demand in Converted Flexible Packaging by Market	118
26	Glassine & Greaseproof Paper Demand in Converted Flexible Food Packaging.....	120
27	Glassine & Greaseproof Paper Demand in Converted Flexible Nonfood Packaging... ..	121
28	Oiled & Waxed Paper Demand in Converted Flexible Packaging by Market.....	123
29	Aluminum Foil Demand in Converted Flexible Packaging by Market.....	126

PRODUCT & MARKET OVERVIEW

1	Converted Flexible Packaging Demand by Type & Market.....	132
Cht	Converted Flexible Packaging Demand by Type, 2010	133
2	Bag Demand by Market	136
3	Pouch Demand by Market	141
4	Other Converted Flexible Packaging Demand by Market.....	143

FOOD PACKAGING

1	Food Packaging Markets for Converted Flexible Packaging	146
Cht	Food Packaging Markets for Converted Flexible Packaging, 2010	147
2	Meat, Poultry & Seafood Consumption	149
3	Meat & Related Products: Converted Flexible Packaging Demand by Type.....	154
4	Meat & Related Products: Converted Flexible Packaging Demand by Material..	158
5	Baked Goods Shipments	160
6	Baked Goods: Converted Flexible Packaging Demand by Type	163
7	Baked Goods: Converted Flexible Packaging Demand by Material	167
8	Snack Food Shipments	169
9	Snack Food: Converted Flexible Packaging Demand by Type	172
10	Snack Food: Converted Flexible Packaging Demand by Material	176
11	Grain Mill Product Shipments.....	178
12	Grain Mill Products: Converted Flexible Packaging Demand by Type	182
13	Grain Mill Products: Converted Flexible Packaging Demand by Material	184
14	Fresh Produce Consumption	186
15	Produce: Converted Flexible Packaging Demand by Type	190
16	Produce: Converted Flexible Packaging Demand by Material	193
17	Candy & Confection Shipments.....	195
18	Candy & Confections: Converted Flexible Packaging Demand by Type	199
19	Candy & Confections: Converted Flexible Packaging Demand by Material	203
20	Frozen Food Shipments	205
21	Frozen Food: Converted Flexible Packaging Demand by Type	208
22	Frozen Food: Converted Flexible Packaging Demand by Material	211
23	Dairy Product Shipments	214

24	Dairy Products: Converted Flexible Packaging Demand by Type	218
25	Dairy Products: Converted Flexible Packaging Demand by Material	221
26	Beverage Shipments	224
27	Beverages: Converted Flexible Packaging Demand by Type	229
28	Beverages: Converted Flexible Packaging Demand by Material	231
29	Other Foods: Converted Flexible Packaging Demand by Type	235
30	Other Foods: Converted Flexible Packaging Demand by Material	237

NONFOOD PACKAGING

1	Nonfood Packaging Markets for Converted Flexible Packaging.....	239
Cht	Nonfood Packaging Markets for Converted Flexible Packaging, 2010	240
2	Pharmaceutical Supply & Demand.....	243
3	Pharmaceuticals: Converted Flexible Packaging Demand by Type	247
4	Pharmaceuticals: Converted Flexible Packaging Demand by Material	249
5	Medical Product Shipments.....	252
6	Medical Products: Converted Flexible Packaging Demand by Type	256
7	Medical Products: Converted Flexible Packaging Demand by Material	259
8	Paper & Textile Product Shipments.....	262
9	Paper & Textile Products: Converted Flexible Packaging Demand by Type.....	266
10	Paper & Textile Products: Converted Flexible Packaging Demand by Material	269
11	Selected Agricultural & Horticultural Indicators	273
12	Agricultural & Horticultural Products: Converted Flexible Packaging Demand by Type.....	277
13	Agricultural & Horticultural Products: Converted Flexible Packaging Demand by Material	279
14	Chemical Product Shipments	282
15	Chemicals: Converted Flexible Packaging Demand by Type	286
16	Chemicals: Converted Flexible Packaging Demand by Material	288
17	Rack & Counter: Converted Flexible Packaging Demand by Type	290
18	Rack & Counter: Converted Flexible Packaging Demand by Material	292
19	Other Nonfood Products: Converted Flexible Packaging Demand by Type & Application	296
20	Other Nonfood Products: Converted Flexible Packaging Demand by Material	299

INDUSTRY STRUCTURE

1	US Converted Flexible Packaging Sales by Company, 2010	302
Cht	US Converted Flexible Packaging Market Share by Company, 2010.....	305
2	Selected Acquisitions & Divestitures	315
3	Selected Cooperative Agreements	326

[Click here to purchase online](#)

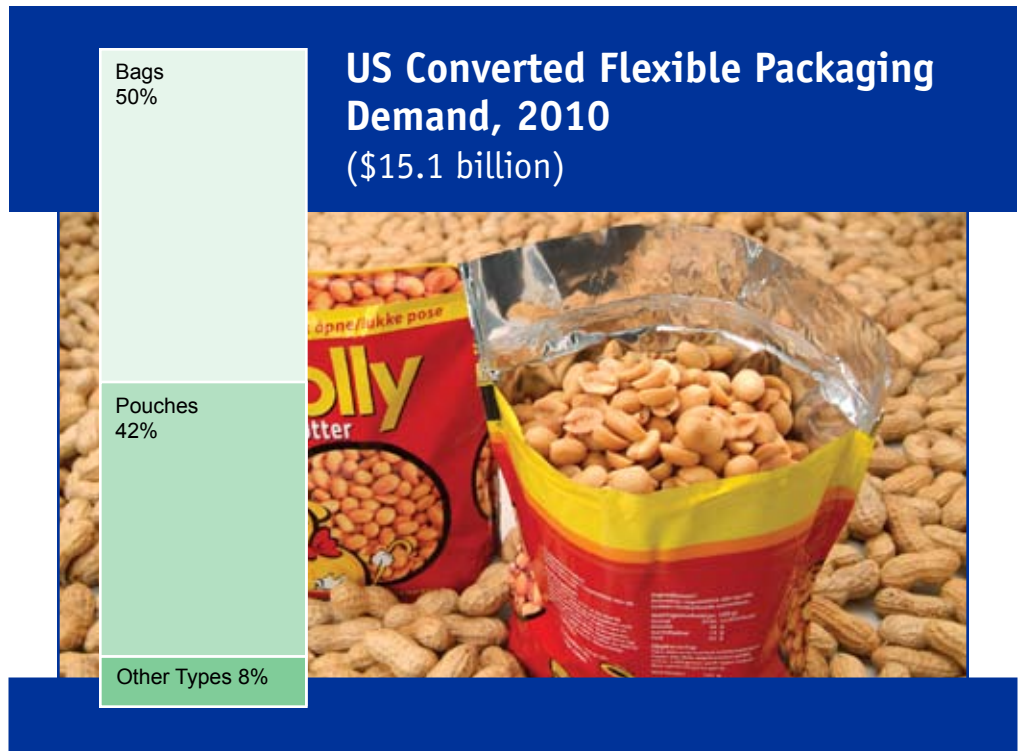
Flexible packaging demand will be driven by real growth in consumer nondurables, and by cost, performance and source reduction advantages over most rigid packaging formats.

US demand to rise 3.8% annually through 2015

Demand for converted flexible packaging is projected to increase 3.8 percent annually to \$18.2 billion in 2015. Gains will be similar to the pace of the 2005-2010 period based on the now more well-established presence of pouches in a number of food and nonfood markets coupled with overall deceleration in raw material price growth. Volume increases, however, will accelerate from the previous five-year performance as a result of real growth in consumer nondurables as the US economy rebounds from the 2007-2009 recession. In addition, gains will be supported by cost, performance and source reduction advantages over most rigid packaging formats. Converted flexible packaging's source reduction capabilities will be increasingly advantageous in light of initiatives by major retailers and packaged goods firms to evaluate their packaging in terms of eco-friendliness and cost reduction.

Pouches to be fastest growing major segment

Pouches will experience above-average advances, with demand expected to increase 4.6 percent yearly to \$8 billion in 2015. Growth will be driven by continued conversions to stand-up pouches and healthy gains for flat pouches in a number of markets, along with a smaller environmental footprint due to light weight and reduced material use, which



also holds down shipping costs. Additionally, the aging of rigid packaging equipment will create openings for replacements by pouch packaging equipment over the coming decade.

Bags to remain largest segment, with plastic bags outpacing paper

Gains for bags will be moderated by the maturity of many applications along with competition from pouches and rigid packaging. Still, advances will represent an improvement from the 2005-2010 performance based on the expected recovery in the US economy. Plastic bag demand will outpace that of paper bags

due to cost and performance advantages, along with widespread usage in baked goods, produce, meat, frozen food and grain mill product applications. However, growing efforts by packaged goods firms to demonstrate their commitment to sustainability will lead to some degree of renewed interest in paper, which possesses such qualities as renewability, recyclability and compostability. While overall gains for other converted flexible packaging, primarily wrap products, will lag the market average, above-average prospects are anticipated for pharmaceutical strip packs and specialized film packaging with meat products.

Copyright 2011 The Freedonia Group, Inc.

[Click here to purchase online](#)

Sample Text, Table & Chart

NONFOOD PACKAGING

Converted Flexible Packaging Demand

Demand for converted flexible packaging in pharmaceutical applications is projected to increase through 2015. The pharmaceutical market is a growing nonfood market for converted flexible packaging, other being medical products. Growth is driven by use in unit dose packaging of tablet and capsule, transdermal and selected other oral medications. Demand is growing more moderately, although the inclusion of new products provides for ready-to-mix intravenous (IV) systems will support continued growth. Other converted flexible packaging demand for pharmaceuticals is generated by strip packs, a low-cost but low-barrier unit dose

Demand for pharmaceutical pouches is expected to advance at a rate of 5 percent annually to \$640 million in 2015, supported by adaptable, low-cost-effective unit dose formats. Pouches will benefit from usage as primary and secondary containers. All transdermal drugs are packaged in either foil or film pouches. Moreover, prefillable inhalers and syringes generally use pouches as secondary packaging to assure the sterility of contents prior to use.

Pharmaceutical pouches primarily serve unit dose applications and incorporate rectangular- or square-shaped designs. Length and width dimensions of common varieties range from one to six inches. The costs of pharmaceutical pouches vary according to size and material composition. These containers are the leading packages for powder-based drugs dispensed in hospitals and nursing home settings involving institutional medication, pouches offer both safety and infection prevention advantages. The containers are also used to package a number of ethical and OTC drugs distributed directly to consumers. Analgesic tablets, transdermal patches, effervescent tablets, powdered laxatives, wound care products and medicated skin

244

Copyright 2011

SAMPLE
TEXT

TABLE III-5

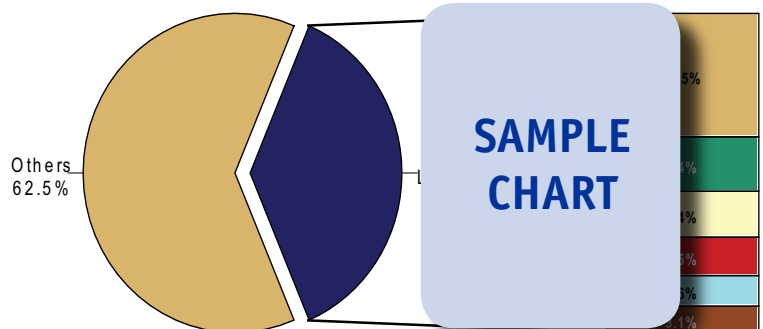
POLYETHYLENE FILM DEMAND IN CONVERTED FLEXIBLE NONFOOD PACKAGING BY TYPE & MARKET (million pounds)

Item	2000	2005	2010	2015	2020
Consumer Nondurables (bil 2005\$)					
lbs film/000\$ nondurables					
Polyethylene Film in Nonfood Packaging					
By Type:					
Low Density Polyethylene					
High Density Polyethylene					
By Market:					
Rack & Counter					
Paper & Textile					
Agricultural & Horticultural					
Pharmaceuticals					
Chemicals					
Medical Products					
Other Nonfood Products					
% nonfood					
Polyethylene Flexible Pkg Demand					

SAMPLE
TABLE

CHART VII-1

US CONVERTED FLEXIBLE PACKAGING MARKET SHARE BY COMPANY (\$15.1 billion, 2010)

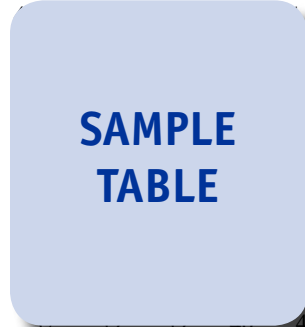


SAMPLE
CHART

Sample Profile, Table & Forecast

TABLE V-7
BAKED GOODS: CONVERTED FLEXIBLE PACKAGING DEMAND BY MATERIAL
 (million pounds)

Item	2000	2005	2010	2015	2020
Baked Goods Shipments (bil 2005\$)					
lbs pkg/000\$ baked goods					
Baked Goods Flexible Pkg Demand					
Plastic Film:					
Polyethylene					
Polypropylene					
Other Films					
Paper:					
Kraft & Sulfite					
Oiled & Waxed/Glassine					
Aluminum Foil					



COMPANY PROFILES

Honeywell International Incorporated
 101 Columbia Road
 Morris Township, NJ 07962
 973-455-0000
 http://www.honeywell.com

Sales: \$1.1 billion
 US Sales: \$1.1 billion
 Employees: 100,000

Key Products: Specialty films

SAMPLE PROFILE

Honeywell International is a diversified manufacturer that offers a variety of products, technologies and services. The Company operates in four segments: Aerospace, Automation and Control Solutions, Specialty Materials and Transportation Systems.

The Company participates in the US converted flexible packaging industry through its Specialty Materials segment, which had sales of \$4.7 billion in 2010. The segment produces a range of materials, including specialty films, resins and chemicals, advanced fibers and composites. The Specialty Materials segment operates through numerous divisions, of which the Specialty Films division participates in the manufacture of flexible packaging for food, pharmaceutical and industrial uses. The Company markets these products under such brand names as ACLAR, CAPRAN and OXYSHIELD.

Via the Specialty Films division, Honeywell makes ACLAR films with plasticizer- and stabilizer-free polychlorotrifluoroethylene. These films have high moisture barrier and nonflammable capabilities, are resistant to cracking and deterioration, and are chemically inert, making

367 Copyright 2011 The Freedonia Group, Inc.

“Converted flexible packaging material demand in the baked goods market is forecast to advance 1.0 percent per year to over 930 million pounds in 2015. Plastic film demand will increase more rapidly based on cost and performance advantages over paper and foil, and continued favorable prospects for flexible packaging at the expense of rigid containers based on source reduction advantages. Paper demand in baked goods converted flexible packaging uses is expected to ...”
 --Section V, pg. 164

ONLINE: www.freedoniagroup.com

MAIL: Print out and complete the order form and send to The Freedonia Group (see address at the bottom of this form)

PHONE: Call toll free, 800.927.5900 (US) or + 1 440.684.9600

FAX: + 1 440.646.0484 (US)

EMAIL: info@freedoniagroup.com

Free Handling & Shipping

There is NO charge for handling or UPS shipping in the US. Expect delivery in 3 to 5 business days. Outside the US, Freedonia provides free airmail service. Express delivery is available at cost.

Orders Outside of the US

Checks must be made payable in US funds, drawn against a US bank and mailed directly to The Freedonia Group. For wire transfers please contact our customer service department at info@freedoniagroup.com. Credit cards accepted.

Credit Card Orders

For convenience, Freedonia accepts American Express, MasterCard or Visa. Credit card purchases must include account number, expiration date and authorized signature.

Save 15%

If you order three (3) different titles at the same time, you can receive a 15% discount. If your order is accompanied by a check or wire transfer, you may take a 5% cash discount (discounts do not apply to Corporate Use Licenses).

Corporate Use License

Now every decision maker in your organization can act on the key intelligence found in all Freedonia studies. For an additional \$2600, companies receive unlimited use of an electronic version (PDF) of the study. Place it on your intranet, e-mail it to coworkers around the world, or print it as many times as you like,

Click here to learn more about the Corporate Use License

ORDER FORM

F-WEB.2807

Converted Flexible Packaging \$5100

Corporate Use License (add to study price) * + \$2600

Additional Print Copies @ \$600 each * Total (including selected option) \$

Enclosed is my check (5% discount) drawn on a US bank and payable to The Freedonia Group, Inc., in US funds (Ohio residents add 7.75% sales tax)

Bill my company American Express MasterCard Visa

Credit Card #

Expiration Date MM YY

Signature

Name

Title

Company

Division

Street (No PO Box please)

City/State/Zip

Country

Phone Fax

Email

* Please check appropriate option and sign below to order an electronic version of the study.

Corporate Use License Agreement

The above captioned study may be stored on the company's intranet or shared directory, available to company employees. Copies of the study may be made, but the undersigned represents that distribution of the study will be limited to employees of the company.

Signature

Individual Use License Agreement

The undersigned hereby represents that the above captioned study will be used by only individual(s) who are employees of the company and that the study will not be loaded on a network for multiple users. In the event that usage of the study changes, the Company will promptly notify Freedonia of such change and will pay to Freedonia the appropriate fee based on Freedonia's standard fee schedule then in effect. Note: Entire company corporate use license, add \$2600; one additional user, add \$600; two additional users, add \$1200; three additional users, add \$1800.

Signature

OTHER STUDIES

World Labels

World demand for labels will rise 5.2 percent annually through 2015. Pressure sensitive labels will remain the largest type and continue to supplant glue-applied labels. The Asia/Pacific region will grow the fastest and remain the largest market, due to its large manufacturing industries. This study analyzes the 40.1 billion square meter world label industry, with forecasts for 2015 and 2020 by application method, material, printing technology, market, world region and for 19 countries. The study also evaluates company market share and profiles industry participants.

#2808 October 2011 \$6100

Labels

US label shipments will rise 4.8 percent annually through 2015. Pressure sensitive labels will remain dominant, but will continue to face growing competition from stretch sleeve, heat-shrink, in-mold and other labeling methods. Paper will remain by far the leading stock material, but will continue to lose market share to plastic. This study analyzes the \$15.7 billion US label industry, with forecasts for 2015 and 2020 by raw and stock material, application method, printing technology and function. The study also evaluates company market share and profiles industry players.

#2784 August 2011 \$5100

Food Containers: Rigid & Flexible

US demand for food containers is forecast to increase three percent annually through 2015. Plastic containers and bags and pouches will be the fastest growing segments, continuing to supplant paperboard, metal and glass containers. Best market prospects include frozen specialties, snack foods, dairy products, and sauces and condiments. This study analyzes the \$23 billion US rigid and flexible food container industry, with forecasts for 2015 and 2020 by type and market. The study also evaluates company market share and profiles industry competitors.

#2754 April 2011 \$5100

Meat, Poultry & Seafood Packaging

US demand for meat, poultry and seafood packaging will increase three percent annually through 2015. Flexible packaging will continue to outpace rigid types, bolstered by good opportunities for high barrier film and pouches. The ready-to-eat market will grow the fastest, driven by the growing range of prepared foods in the retail sector. This study analyzes the \$7.9 billion US meat packaging industry, with forecasts for 2015 and 2020 by technology, raw material, product, application and market. The study also evaluates company market share and profiles industry players.

#2753 April 2011 \$4900

Paper versus Plastic in Packaging

In selected packaging markets where paper and plastic compete, plastic will make further inroads into paper. Rigid packaging demand will slightly outpace flexible packaging based on above-average growth for tubs and cups, trays, clamshells and two-piece high visibility plastic containers. This study analyzes the 23.2 billion pound competitive plastic and paper packaging industry in the US, with forecasts for 2014 and 2019 by product and market. It also discusses market leaders and profiles selected industry players.

#2698 November 2010 \$4900

About The Freedonia Group

The Freedonia Group, Inc., is a leading international industry market research company that provides its clients with information and analysis needed to make informed strategic decisions for their businesses. Studies help clients identify business opportunities, develop strategies, make investment decisions and evaluate opportunities and threats. Freedonia research is designed to deliver unbiased views and reliable outlooks to assist clients in making the right decisions. Freedonia capitalizes on the resources of its proprietary in-house research team of experienced economists, professional analysts, industry researchers and editorial groups. Freedonia covers a diverse group of industries throughout the United States, the emerging China market, and other world markets. Industries analyzed by Freedonia include:

- Chemicals • Plastics • Life Sciences • Packaging • Building Materials • Security & Electronics • Industrial Components & Equipment • Automotive & Transportation Equipment • Household Goods • Energy/Power Equipment

[Click here to learn more about Freedonia](#)

Freedonia Custom Research

Freedonia Custom Research delivers the same high quality, thorough and unbiased assessment of an industry or market as an industry study. Since the research initiative is based upon a company's specific needs, companies harness Freedonia's research capabilities and resources to answer unique questions. When you leverage the results of a Freedonia Custom Research engagement, you are able to obtain important answers to specific questions and issues associated with: mergers and acquisitions, new product launches/development, geographic expansion, entry into new markets, strategic business planning, and investment and funding decisions.

Freedonia Custom Research is ideal for companies seeking to make a strategic difference in the status quo and focus on future business growth. Working side by side with clients, Freedonia's team is able to define a research project that is custom-tailored to answer specific questions and provide the basis from which a company can make informed business decisions.

[Click here to learn more about Custom Research](#)



[Click here for complete title list](#)



[Click here to visit freedoniagroup.com](http://www.freedoniagroup.com)