NEW US industry forecasts for 2016 & 2021

Pouches

Study # 2899 **July 2012** **$4900**

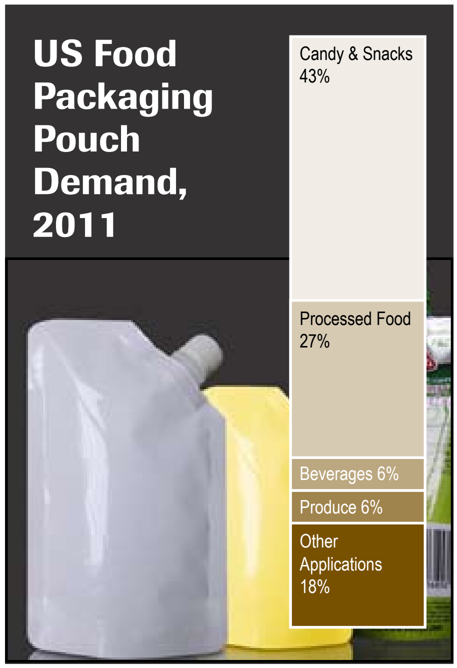
US demand to reach $8.8 billion in 2016

Demand for pouches in the US is projected to reach $8.8 billion in 2016, driven by above average gains for stand-up pouches stemming from sustainability, functional, and marketing advantages over alternative packaging media. Burgeoning consumer acceptance of pouches over rigid containers will buoy demand, as will such advantages as superior aesthetic appeal, portability, light weight, reduced material use, and significantly lower shipping costs than rigid containers. In addition, heightened use of reclosing and dispensing components will increase the competitiveness of pouches against rigid containers.

Solid prospects forecast for stand-up pouches

Solid prospects for stand-up pouches will be based on heightened interest among packaged goods companies due to savings achieved in shipping costs as a result of the lighter weight and lower material use of stand-up pouches compared to rigid containers. Also supporting gains will be the ability of stand-up pouches to differentiate products on store shelves due to their use of high-quality graphics, and the perception of pouches as a more contemporary packaging than cans, bottles and cartons.

In flat pouches, above average growth for four-side-seal pouches will be driven by rising demand in medical and pharmaceutical markets and in food applications such as meat, poultry, and seafood; and cheese. Flat pouch advances will also be supported by improved barrier structures and the incorporation of such convenience features as resealable closures, spouts, and tear notches. Additionally, opportunities for flat pouches will benefit from a rapidly expanding market for stick packs with single-portion packages of products such as drink mixes, sugar, sweeteners, coffee, protein powders, and pharmaceuticals. Moreover, the differentiation attributes of stick packs will promote opportunities in product line extensions and in refreshing or repositioning mature products.



Spouted pouches to be fastest growing by feature

Spouted pouches are expected to log double-digit growth, driven by expanding use of pouches in general, along with the functionality and convenient dispensing afforded by spouts. Processed foods applications will experience robust advances based on the growing popularity of baby food and children's fruit snacks in spouted pouches and conversions from rigid containers in sauces and condiments. Good opportunities are also expected in the beverage market as spouted pouches further penetrate alcoholic beverages, premixed cocktails, sports drinks, and energy drinks.

Stand-up pouches to pace food & beverage markets

Food and beverage markets accounted for 79 percent of pouch demand in 2011 and will expand in line with the overall industry average. Faster growth is expected for stand-up pouches, reflecting cost, performance, and aesthetic advantages. Additionally, advances will be fueled by heightened demand for larger-sized pouches, spouted pouches, and pouches that use self-venting films to enable steam cooking of contents in the package. The excellent aesthetics of stand-up pouches are important in product marketing as the surfaces of stand-up pouches offer large billboard space suitable for eye-catching printing and graphics, particularly in grocery stores and similar venues where customers make rapid purchasing decisions.

Study coverage

This upcoming Freedonia industry study, ***Pouches***, is priced at $4900. It presents historical demand data (2001, 2006 and 2011) and forecasts for 2016 and 2021 by pouch type, market, feature and production method. The study also considers market environment factors, evaluates company market share, and profiles more than 35 competitors in the US industry.

Preliminary Table of Contents/ List of Tables & Charts

US Industry Study with Forecasts for 2016 & 2021

#2899 - Pouches

Freedonia®

INDUSTRY MARKET RESEARCH: ***BUSINESS INTELLIGENCE FOR BUSINESS LEADERS, STRATEGISTS, DECISION MAKERS***

This study can help you:

- Determine your market & sales potential
- Learn more about industry competitors
- Assess new products & technologies
- Identify firms to merge with or acquire
- Complement your research & planning
- Gather data for presentations
- Confirm your own internal data
- Make better business decisions

PRODUCT & MARKET OVERVIEW

Spouted Pouches

Spouted pouches incorporate a dispensing fitment and overcap to facilitate the pouring or squeezing of contents and the resealing of the package. Spouted pouches are used to package such food items as beverages, sauces and condiments, syrups, baby food, and yogurt. Nonfood applications include lotions, shampoos, hand soaps, detergents, cleaners, lawn and garden products, and pool chemical ... percent per year to $ ... in general, along wi ... spouts. Processe ... ng popularity of baby f ... onversions from rigi ... s are also expected in the beverage market as spouted pouches become more widely used with alcoholic beverages, premixed cocktails, sports drinks, and energy drinks. In wine, spouts enable convenient dispensing and pouches of wine can maintain their freshness up to one month after opening. In sports drinks, the flexibility of pouches allows them to mold to the body when placed in the pocket of athletic apparel, providing a substantial advantage over competing rigid plastic bottles.

SAMPLE TEXT

Explanations to support each table's data and forecasts

In the beverage market, spouts find use with single-serving products as well as larger pouches. The addition of a spout makes the pouch format a much more viable packaging option for multiserving beverages. Spouted pouches are well suited for wine and premixed cocktails that are intended for consumption at entertainment and recreation venues that prohibit glass containers due to safety concerns regarding broken glass. Carryout beverages from restaurants represent an additional growth area for spouted pouches. Coca-Cola Company offers the FRIDGEPOUCH to its chain restaurant customers as a means of increasing beverage sales with large carryout orders. These pouches are available in half-gallon and gallon sizes and are used to hold noncarbonated beverages such as iced tea and lemonade. The pouches are manufactured by Printpack.

COMPANY PROFILES

Profiles more than 35 US industry players such as Amcor, American Packaging, Ampac Packaging, Bemis, Exopack, Printpack, Sealed Air, and Sonoco

FOOD &

Pouch I

De... forecast ... ly outpacing processed food shipment gains. Growth will be fueled by further co... versions from rigid containers such as paperboard boxes, metal cans, and glass jars in a number of areas due to sustainability advantages in terms of material use and transportation efficiency. Additionally, improved line speeds for pouch making and pouch filling equipment will improve cost-effectiveness.

TABLE IV-10

PROCESSED FOODS MARKET FOR POUCHES
(million dollars)

Item	2001	2006	2011	2016	2021
Processed Foods Shipments (bil $)					
$ pouches/000$ processed food					
Processed Foods Pouch Demand					
By Type:					
Flat					
Pillow					
Four-Side-Seal					
Three-Side-Seal					
Stand-Up					
By Application:					
Dry Foods					
Frozen Foods					
Sauces & Condiments					
Other					
% processed foods					
Total Food & Beverage Pouch Demand					

SAMPLE TABLE

Presents historical data for 2001, 2006 and 2011 plus Freedonia forecasts for 2016 and 2021; data illustrated with the aid of 70 tables and charts

Freedonia's methods involve:

- Establishing consistent economic and market forecasts
- Using input/output ratios, flow charts and other economic methods to quantify data
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- Interviewing key industry participants, experts and end users
- Researching a proprietary database that includes trade publications, government reports and corporate literature

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World Aseptic Packaging

World demand for aseptic packaging is projected to grow 9.1 percent annually to $35.8 billion in 2015. India and China will experience the fastest increases in demand. Gains in the US will reflect the broadening aseptic filling requirements for liquid pharmaceuticals. Beverages will remain the dominant market worldwide. This study analyzes the $23.2 billion world aseptic packaging industry, with forecasts for 2015 and 2020 by product, market, world region and for 17 countries. The study also evaluates company market share and profiles industry competitors.

#2859................ March 2012.................. $5900

World Foodservice Disposables

World demand for foodservice disposables will rise 5.4 percent per year to $53.3 billion in 2015. Disposable serviceware will remain the largest segment, while disposable packaging grows the fastest. The fastest growth will be seen in Asia, with China and India expected to experience the most rapid increases in the world. This study analyzes the $41 billion world foodservice disposables industry, with forecasts for 2015 and 2020 by product, market, world region and for 18 major countries. The study also evaluates company market share and profiles industry competitors.

#2831............. December 2011 .... $5900

Aseptic Packaging

US demand for aseptic packaging is projected to expand 8.0 percent per year to $5.1 billion in 2015. Gains will be driven by drug sterility requirements and ambient distribution and storage advantages for food and beverages. Prefillable syringes and plastic bottles will be among the fastest growing types, with pharmaceuticals the fastest growing market. This study analyzes the $3.5 billion US aseptic packaging industry, with forecasts for 2015 and 2020 by product and market. The study also evaluates company market share and profiles industry competitors.

#2827............. December 2011 .... $4900

Beverage Containers in China

Demand for beverage containers in China will rise 9.6 percent per year through 2015. Plastic beverage containers will remain the largest material segment, while paperboard containers grow the fastest, led by aseptic cartons. Milk containers will be the largest nonalcoholic beverage market, while beer remains the largest alcoholic beverage market. This study analyzes the 297 billion unit beverage container industry in China, with forecasts for 2015 and 2020 by market and material. The study also evaluates company market share and profiles industry participants.

#2815............. November 2011 .... $5400

Converted Flexible Packaging

Demand for converted flexible packaging in the US will rise 3.8 percent annually through 2015. Pouches will lead gains based on continued conversions to stand-up pouches and healthy gains for flat pouches, along with lighter weight and reduced material use. Bags will remain the largest segment. Food markets will outpace nonfood uses. This study analyzes the $15.1 billion US converted flexible packaging industry, with forecasts for 2015 and 2020 by material, product and market. The study also evaluates company market share and profiles industry players.

#2807............... October 2011 .... $5100

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