

Retail Ready Packaging

US Industry Study with Forecasts for 2020 & 2025

Study #3433 | July 2016 | \$4900



Mass retailers & club stores to drive RRP growth

Retail ready packaging (RRP), also known as shelf ready packaging, display ready packaging, and pallet ready packaging, refers to secondary packaging of retail products that arrives all set to go directly onto the shelf or selling floor without the need for unpacking of inner contents. Gains for RRP will be supported by further growth of mass retailers and club stores, and increased food and beverage sales volume in nontraditional outlets such as drug and dollar stores. Increased openings of smaller-format locations by mass retailers will also promote gains for RRP, as these stores carry a more limited product selection than their traditional counterparts and have fewer employees. These stores can benefit from RRP's ability to speed stocking of shelves and increase shelf space efficiency. In addition, the proliferation of club stores and no-frills deep discount grocery stores will be especially important for RRP, as such stores primarily sell merchandise directly from secondary packaging and require their vendors to ship products in RRP. The lack of standardization promotes a degree of resistance to RRP adoption among consumer packaged goods firms, which face increased packaging costs related to complying with multiple specifications demanded by different retailers.

Corrugated boxes, food packaging will dominate demand

Corrugated boxes, which represent more than 50 percent

of total demand, will provide the strongest opportunities. Growth will be supported by expansion in the retail user base and a greater presence of value-added box types.

Gains for retail ready corrugated floor displays, folding cartons, and reusable plastic containers (RPCs) will be more moderate than those for boxes, but will still be aided by overall retail trends promoting a greater use of RRP.

Food is the predominant market for RRP, accounting for almost three-fourths of demand in 2015. Through 2020, growth in food uses will be fueled by labor cost savings resulting from reduction of product handling requirements during stocking.

Study coverage

This study analyzes the US retail ready packaging market. It presents historical demand data (2005, 2010 and 2015) plus forecasts (2020 and 2025) by product (corrugated boxes, plastic containers, corrugated floor displays, folding cartons, pad and shrink film packaging) and market (food, nonfood, beverages).

The study also considers key market environment factors, details the industry structure, evaluates company market share and profiles 20 competitors in the US industry, such as Georgia-Pacific (Koch Industries), Graphic Packaging, Menasha, Packaging Corporation of America, International Paper and WestRock.

CONTENTS SUMMARY

Executive Summary

Market Environment

Products

Performance Characteristics

Benefits

Corrugated Boxes

Trays

Perforated & Modified

Display Boxes

Combination Tray

& Shipper Boxes

Modular Produce Boxes

Corrugated Floor Displays

Folding Cartons

Plastic Containers

Pad & Shrink Film Packaging

Markets

Food

Produce

Candy & Confections

Bakery Products

Snack Food

Grain Products

Canned Food

Dairy Products

Meat, Poultry, & Seafood

Pet Food

Frozen Food

Other Food

Beverages

Nonfood

Industry Structure

Market Share

Acquisitions & Divestitures

Marketing Strategies

Manufacturing & Distribution

Competitive Strategies

Company Profiles

SUMMARY OF TABLES

Executive Summary

- 1 Summary Table

Products

- 1 Retail Ready Packaging Demand by Type
- 2 Retail Ready Corrugated Box Demand by Market
- 3 Retail Ready Corrugated Floor Display Demand by Market
- 4 Retail Ready Folding Carton Demand by Market
- 5 Retail Ready Reusable Plastic Container Demand
- 6 Retail Ready Pad & Shrink Film Packaging Demand

Markets

- 1 Retail Ready Packaging Demand by Market
- 2 Food Retail Ready Packaging Market
- 3 Produce Retail Ready Packaging Market
- 4 Candy & Confection Retail Ready Packaging Market
- 5 Bakery Product Retail Ready Packaging Market
- 6 Snack Food Retail Ready Packaging Market
- 7 Grain Product Retail Ready Packaging Market
- 8 Canned Food Retail Ready Packaging Market
- 9 Dairy Product Retail Ready Packaging Market
- 10 Meat, Poultry, & Seafood Retail Ready Packaging Market
- 11 Pet Food Retail Ready Packaging Market
- 12 Frozen Food Retail Ready Packaging Market

- 13 Other Food Retail Ready Packaging Market
- 14 Beverage Retail Ready Packaging Market
- 15 Nonfood Retail Ready Packaging Market

Industry Structure

- 1 US Retail Ready Packaging Sales by Company, 2015
- 2 Selected Acquisitions & Divestitures

SUMMARY OF CHARTS

Products

- 1 Retail Ready Packaging Demand by Type, 2015
- 2 Retail Ready Corrugated Box Demand by Market, 2015
- 3 Retail Ready Corrugated Floor Display by Market, 2015
- 4 Retail Ready Folding Carton Demand by Market, 2015

Markets

- 1 Retail Ready Packaging Demand by Market, 2015
- 2 Food Retail Ready Packaging Demand by Application, 2015

Industry Structure

- 1 US Retail Ready Packaging Market Share, 2015

MARKETS

Pet Food

Demand for retail ready packaging for pet food applications is projected to increase at a rate similar to the overall market through 2020. Prospects will be the number of household pet ownership. Gains from the increasing number of products. Corrugated boxes will generate the majority of RRP demand for pet food applications.

Retail ready corrugated box demand will advance slightly faster than the segment average, aided by the significant presence of smaller sized containers that can be somewhat difficult to keep orderly and more time-consuming to place on shelves individually compared to large-sized items. Healthy growth for club stores and deep discountery stores and the increasing presence of specialty pet food retail will also propel RRP corrugated box demand. RRP corrugated boxes for pet food include tray boxes and perforated display boxes for items packaged in rigid containers such as cans and plastic tubs. Modified display boxes and combination tray and shipper boxes are frequently used with items packaged in pouches.

Demand for retail ready corrugated floor displays for pet food will post below average growth through 2020 due to competition from rigid corrugated boxes and folding cartons. Additionally, pet food owners often market permanent displays to pet superstores to maintain a high visibility presence for their products. Still, continued opportunities are anticipated for displays to support new product launches.

©2016 by MarketResearch.com, Inc. - All rights reserved

TABLE III-3

RETAIL READY CORRUGATED FLOOR DISPLAY DEMAND BY MARKET (million dollars)

Item	2005	2010	2015	2020	2025
Retail Sales (bil \$)					
\$ displays/000\$ retail sales					
Retail Ready Corrugated Floor Displays					
Food:					
Candy & Confections					
Snack Food					
Bakery Products					
Grain Products					
Pet Food					
Canned Food					
Produce					
Other Food					
Beverages					
Nonfood					
% displays					
Total Retail Ready Packaging Demand					

Source: The Freedonia Group

TABLE IV-6

SNACK FOOD RETAIL READY PACKAGING MARKET (million dollars)

Item	2005	2010	2015	2020	2025
Snack Food Shipments (bil \$)					
\$ pkg/000\$ snack food					
Snack Food Retail Ready Packaging					
Corrugated Boxes					
Corrugated Floor Displays					
Folding Cartons					
% snack food					
Food Retail Ready Packaging Demand					

Source: The Freedonia Group

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

Related Studies

Corrugated & Paperboard Boxes

Demand for corrugated and paperboard boxes in the US is forecast to grow 2.6 percent annually to \$41.2 billion in 2020. E-commerce and retail-ready applications will drive growth for corrugated boxes while folding carton demand will be sustained by the foodservice, carryout and pharmaceutical markets. This study analyzes US demand for corrugated and paperboard boxes, with forecasts for 2020 and 2025 by material and market. The study also evaluates company market share and profiles industry players. #3398.....April 2016..... \$5500

World Corrugated Boxes

World demand for corrugated boxes is expected to increase 3.7 percent annually through 2019, to 260 billion square meters. Gains will be driven by strong growth in e-commerce and a sustainability advantage over plastic containers. The Asia/Pacific region will account for the largest share of net growth. This study analyzes the 217 billion square meter world corrugated box industry, with forecasts for 2019 and 2024 by raw material and market for six world regions and 27 major countries. The study also evaluates company market share and profiles industry players. #3339.....November 2015..... \$6400

Beverage Containers

US beverage container demand will rise 1.9 percent yearly to 283 billion units in 2019, valued at \$31.5 billion. Plastic will remain the dominant and fastest growing material, aided by increased consumption of bottled water, which will become the leading beverage container market by 2019. However, growth in plastic bottles will slow due to environmental concerns. This study analyzes the 258 billion unit US beverage container industry, with forecasts for 2019 and 2024 by material and market. The study also evaluates company market share and profiles industry players. #3297.....June 2015..... \$5300

Meat, Poultry & Seafood Packaging

US demand for meat, poultry, and seafood packaging will rise 3.8 percent annually to \$10.9 billion in 2019. Flexible packaging will outpace rigid based on performance and sustainability advantages of pouches and high barrier films. Fresh and frozen will remain the dominant market, while the ready-to-eat segment will grow the fastest. This study analyzes the \$9 billion US meat packaging industry, with forecasts for 2019 and 2024 by technology, raw material, product, application, and market. The study also evaluates company market share and profiles industry players. #3263.....April 2015..... \$5300

Contact Freedonia

1.800.927.5900 (US & Canada)

+1 440.684.9600 (Int'l)

email: info@freedoniagroup.com

website: freedoniagroup.com

Freedonia's methods

- Establishing consistent economic & market forecasts
- Using input/output ratios, flow charts & other economic methods to quantify data
- Employing in-house analysts who meet stringent quality standards
- Interviewing key industry participants, experts & end users
- Researching a proprietary database that includes trade publications, government reports & corporate literature

About The Freedonia Group

The Freedonia Group 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 and other world markets. Industries analyzed by Freedonia include:

Automotive & Transport • Chemicals • Construction & Building Products • Consumer Goods • Energy & Petroleum • Industrial Components • Healthcare & Life Sciences • Machinery & Equipment • Metals, Minerals & Glass • Packaging • Plastics & Other Polymers • Security • Services • Textiles & Nonwovens • Water Treatment

The Freedonia Group is a division of MarketResearch.com

About MarketResearch.com

With offices in London, New York City, and Washington D.C., MarketResearch.com is the leading provider of global market intelligence products and services. With research reports from more than 720 top consulting and advisory firms, MarketResearch.com offers instant online access to the world's most extensive database of expert insights on industries, companies, products, and trends.



Market
Research.com

[Click here to purchase study online](#)