

Converted Flexible Packaging Market in the US

Industry Study with Forecasts for 2021

Study #3522 | May 2017 | \$5300



Increases in US demand for converted flexible packaging will be based on sustained demand for flexible packaging that can replace traditional rigid formats and provide improved source reduction, storage efficiency, and marketability. In addition, use of high-performance materials and convenience features will aid gains in volume terms as these additions make flexible formats more competitive with rigid packages in more demanding applications.

Pouches will continue to exhibit most rapid advances

Because most advances in demand for flexible packaging are due to transitions from low-value products to high-performance packaging systems, pouches will remain the fastest-growing major flexible packaging product. Most of the gains for pouches will be the result of greater use of stand-up pouches for the packaging of snacks, baked goods, and pourable materials like beverages, soaps, sauces and condiments, and baby food.

Food market will remain leading overall shareholder

Many food products are packaged in flexible formats due to the small average packaged volume and cost sensitivity of food manufacturers. Lightweight bags and pouches see widespread use in the unit packaging of meat and poultry, baked goods, snacks, candy, pet foods, and frozen food. Growth has been based on the ability to offer improved, cost-effective methods of protecting food from contamination while enhancing its shelf life and visual appeal. Improvements in reclosing features will continue to enhance prospects for bags and pouches versus rigid containers in most food markets.

Demographic & lifestyle factors will also promote advances

A number of demographic and lifestyle factors, including shrinking household size, the increase of dual-income families, and the trend of snacking in place of traditional meals, will promote demand for pouches in small or single-use sizes. Despite widespread interest in food, consumers generally do not want to spend time preparing meals from scratch, instead opting for foods that offer convenience and quick preparation. At the same time, there is a move toward fresh and minimally processed foods rather than traditional center-store packaged food products. This latter factor will restrain growth for converted flexible packaging in some markets.

Study coverage

This Freedonia industry study presents historical demand data (2006, 2011, 2016) plus forecasts (2021) by product (bags; pouches; wraps and other), market (meat, poultry, seafood; baked goods; snack foods; produce; candy and confections; pet food; dairy products; beverages; frozen food; grain mill products; medical products; pharmaceutical; agricultural and horticultural products; chemicals; paper and textiles; rack and counter products; building materials; health and beauty aids), and material (plastic film; paper; aluminum foil). In addition, the study analyzes company market share and offers an evaluation on US industry players, including Amcor, American Packaging Corporation, Bemis, Berry Global, Bryce, Coveris, Hood Packaging, Mondi Group, Printpack, ProAmpac, Sealed Air, Sigma Plastics, Sonoco Products, and Winpak.

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Table 4-1 | Food Markets for Converted Flexible Packaging, 2006 - 2021 (million dollars)

Item	2006	2011	2016	2021	% Compound Annual Growth		
					06-11	11-16	16-21
Food Converted Flexible Packaging Demand							
Meat, Poultry, & Seafood							
Baked Goods							
Snack Food							
Produce							
Candy & Confections							
Pet Food							
Dairy Products							
Frozen Food							
Beverages							
Grain Mill Products							
Other Food Products							

Source: The Freedonia Group

NONFOOD MARKETS

Nonfood Markets: Demand Overview

Demand for converted flexible packaging in nonfood applications is projected to reach \$1.5 billion in 2021, with a CAGR of 10.5% over the forecast period.

Converted flexible packaging in nonfood uses will be driven by the following factors:

- low cost
- ability to protect products
- performance
- growth in demand for barrier and sustainability as a result of product unitization, films and laminations
- desire among large retailers for cube and shelf space efficiency

Desire for efficiency and lean supply chain practices benefit flexible packaging because flexible packages are generally cheaper at the store and ship than rigid alternatives. However, growth will be constrained by a number of factors, including:

- maturity of large markets such as paper and textiles, and agricultural and horticultural products
- prevalence of offshore production for many consumer products
- fewer barrier packaging requirements for nonfood products

The largest nonfood market for converted flexible packaging is pharmaceuticals, followed by medical products, which together accounted for 36% of total demand in nonfood markets in 2016. In pharmaceutical applications, advances will be fueled by the significance of unit-dose packaging and improvements in barrier and ease-of-use properties. The chemicals market will also see good gains, assisted by output growth for related products.

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Table 3-4 | Bag Demand in Food Packaging, 2006 - 2021 (million dollars)

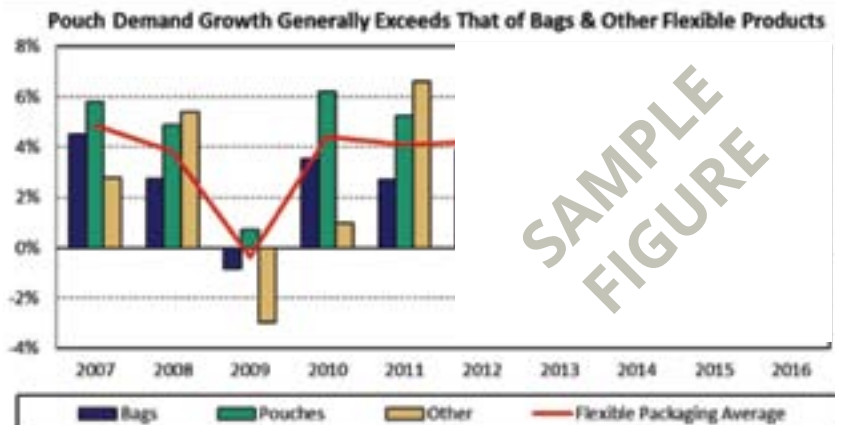
Item	2006	2011	2016	2021	% Compound Annual Growth		
					06-11	11-16	16-21
Bag Demand							
% food							
Bag Demand in Food Packaging							
Baked Goods							
Meat, Poultry, & Seafood							
Produce							
Pet Food							
Frozen Food							
Dairy Products							
Candy & Confections							
Beverages							
Other Food							

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

Figure 3-2 | Growth Comparison: Historical Annual Value Growth for Converted Flexible Packaging Products, 2007-2016



Source: The Freedonia Group

For complete details on any study visit www.freedoniagroup.com

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Related Studies

Retail E-Commerce Packaging Market in the US

US demand for retail e-commerce packaging is forecast to expand 8.6 percent per year through 2020 to \$3.7 billion. Boxes, labels, and mailers will pose the most rapid growth. The largest market for e-commerce packaging is traditional e-commerce retailers, dominated by Amazon, which accounted for 42 percent of demand in 2015. The study offers historical data plus forecasts for 2020 and 2025 by product, market and application. This study also details the market environment, analyzes the industry structure, and evaluates company market share.

#3472..... November 2016 \$4900

Cups & Lids

US demand for cups and lids is forecast to rise 3.9% annually to \$10.6 billion in 2020. Packaging cups will post the fastest growth through 2020, based mainly on the fact that these products usually are smaller portions. The foodservice market will continue to demand the largest share of cups and lids, with preference for premium coffee and fruit beverages aiding growth. This study assesses the \$8.8 billion US market for cups and lids, giving projections for 2020 and 2025 by product and market. In addition, the study details industry structure and analyzes company market share.

#3445..... August 2016 \$5300

Aseptic Packaging

Demand for aseptic packaging in the US is projected to rise 6.8 percent annually to \$6.4 billion in 2020. Gains will be driven by advantages in processing and ambient temperature storage. Prefillable syringes and plastic bottles will be the fastest growing products, with syringes replacing bottles as the largest segment. Beverages will be the fastest growing market. This study analyzes the \$4.6 billion US aseptic packaging market, with forecasts for 2020 and 2025 by product and market. The study also evaluates company market share and profiles industry competitors.

#3386..... March 2016 \$5200

Pouches

Demand for pouches in the US will grow 4.4 percent annually through 2020 to \$10.1 billion. Growth will be driven by the introduction of pouch packaging into new markets and the integration of high value features, such as resealable closures and spouts, in more mature markets. Stand-up pouches will remain the fastest growing type. This study analyzes the \$8.2 billion US pouch market, with forecasts for 2020 and 2025 by product type, feature, market, and production method. The study also evaluates company market share and profiles industry players.

#3383..... February 2016 \$5400

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

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