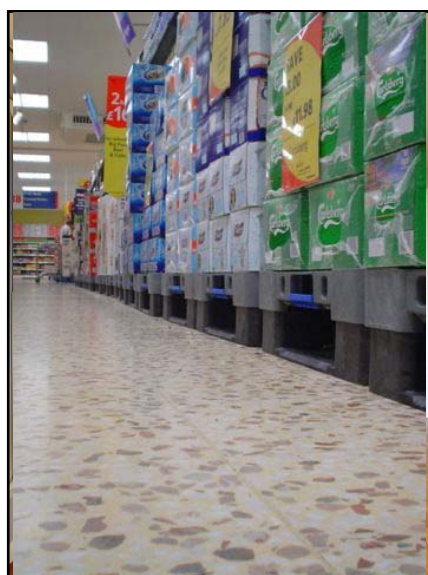




Retail-Ready Packaging

Industry Study #3713 | February 2019



This study examines the \$5.8 billion US retail-ready packaging industry. It presents historical demand data (2008, 2013, 2018) and forecasts for 2023 by product (corrugated boxes, corrugated floor displays, folding cartons, reusable plastic containers, and pad & shrink film packaging) and by market (food, beverage, and nonfood). The food market further examines demand by application (fresh produce; candy & confections; bakery products; snack food; grain products; canned food; dairy products; meat, poultry, & seafood; pet food; frozen food; and other food). The study also evaluates company market share and analyzes US industry competitors such as Georgia-Pacific (Koch Industries), Graphic Packaging, International Paper, Menasha, Packaging Corporation of America, and WestRock.

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Table 3-4 | Retail Ready Folding Carton Demand by Market, 2008 – 2023
(million dollars)

Item	2008	US Retail-Ready Packaging Market	
Retail-Ready Packaging Demand	3367	<p>'18 – '23 CAGR ↑ 6.1%</p>	<p>Key Trends Through 2023:</p> <ul style="list-style-type: none"> Retail-ready packaging penetration is increasing in many retail outlets such as mass marketers and premium grocers. Brick-and-mortar stores will require more retail-ready packaging to cut operation costs and remain competitive in the age of e-commerce.
% folding cartons	14.0		
Retail-Ready Folding Carton Demand	470	<p>Demand Share by Market, 2018 (\$)</p> <ul style="list-style-type: none"> Food 75% Beverages 12% Nonfood 13% 	<p>Leading Industry Players</p> <ul style="list-style-type: none"> Georgia-Pacific (Koch Industries) Graphic Packaging International Paper Menasha Packaging Corporation of America WestRock
Food:	363		
Bakery Products	85		
Grain Products	76		
Candy & Confections	79		
Dairy Products	36		
Snack Food	17		
Frozen Food	13		
Pet Food	9		
Other Foods	48		
Nonfood	80		
Beverages	27		