

Highly Visible Packaging Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

Key Highlights

The highly visible packaging market was valued at USD 39 billion in 2021. It is expected to reach USD 60.1 billion by 2027, registering a CAGR of 7.55% during 2022-2027. The growing demand from the packaging industry in pharmaceuticals for the storage and delivery of medicines will drive the market in the forecast period. Highly visible packaging helps a company differentiate its products from competitors and also helps to increase visibility owing to features, such as attractiveness. Moreover, the capability to be durable, such as highly protective covering and tamper-proof, makes it a profitable option for product manufacturers and indirectly for consumers. During the COVID-19 pandemic, restaurants focused on take-away and food deliveries during lockdowns, increasing the use of high visibility single-use plastic food containers. This affected the studied market and led to an increase in sales.

High-visibility packaging acts as an asset to manufacturing operations where quick product identification results in high sale conversion numbers. Moreover, it allows the consumer to assess the product's visual appeal before purchasing the product and helps them make an informed decision.

The demand for convenience foods drives manufacturers toward using more high visibility packaging as ease of use plays a vital role in customer purchase decisions.

High visibility packaging offers clarity to improve product identification and protection from damage and contamination. In the case of pharmaceutical packaging, it facilitates patient compliance with drug regimens and improves inventory control, distribution, and recordkeeping for health care providers and institutions.

However, increasing the use of plastics like PE, HDPE, LLDPE, PP, LDPE, and others for all packaging needs is gradually compelling manufacturers to opt for recyclable alternatives, reducing product visibility.

During the lockdowns that were imposed to slow down the spread of COVID-19, the increase in e-commerce increased the volume of plastics used in e-commerce packaging across the world. With an emphasis on better consumer unpacking experience, high

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visibility packaging techniques for primary packaging of products witnessed a rise.

Highly Visible Packaging Market Trends

FMCG Holds a Major Market Share

FMCG packaging is innovative in terms of finishing, size, raw materials, and looks.

Increasing demand for the e-commerce industry is creating a market for FMCG packaging design.

The category section growth is attributed to the rising demand for practical and feasible packaging for delivering single-serve to small serve products along with the convenient FMCG packaging alternatives.

Changing preferences of consumers are leading to advances in packaging materials, such as the visibility of the product.

Food packaging has become so vital that it is often highlighted in consumer marketing campaigns as one of a product's essential features, which ultimately leads to the growth of the highly visible packaging market.

However, with quickly changing cost pressures and more regional supply needs, the investment for high visibility packaging is centered on plastic and paper packaging types. Henkel, a player in the German FMCG sector, reported a similar trend recently.

The North American Region Dominates the Market

The strong growth rate in the food and beverage industry toward time-pressed consumers and the prevalence of convenience and discount retailers throughout the region are attributed to the growth of FMCG packaging. In the past few years, the United States witnessed strong demand for dairy products, including milk, cheese, and yogurt.

To reduce the waste from packaging materials, manufacturers and customers in North America increasingly prefer the use of bio-degradable see-through packaging materials that can be disposed of in an eco-friendly way. This will induce vendors to innovate and provide sustainable packaging solutions that result in less waste compared to the conventional packaging techniques.

Vendors in the region are involved in M&As and innovative packaging launches, which are likely to change the market landscape. Government policies increase transparency in rules and guidelines for business, the presence of a well-established food processing industry, and the deployment of sustainable food packaging solutions, including bio-based plastics and thermoplastics. Consumer awareness about the health benefits of keeping food fresh and healthy, and highly visible packaging help consumers recognize it. More research and development in the region within Industry leads to innovative new products and technology to manufacture new products.

Highly Visible Packaging Market Competitor Analysis

The competitive landscape for the highly visible packaging market is expected to be moderate. However, with the rising consumer awareness and the need to have a highly visible package, the market competition is expected to rise. Companies are investing in developing clear and sustainable packages.

October 2021 - The Canadian plastic packaging company Printex Transparent Packaging introduced a range of fully PCR polyethylene terephthalate (PET) clear boxes. The Eco-PET 100 boxes can be recycled repeatedly and are designed to serve as a 'suitable' replacement for virgin PET.

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August 2021 - Amcor started a new project, building two new sites in Asia and Europe to expand the global network complement existing innovation centers in North America.

November 2021 - Amcor Rigid Packaging (ARP), in conjunction with America Recycles Day, announced a technological advancement that makes it possible for billions of small bottles to be recycled. ARP, known for its designed-to-be-recycled packaging, is always looking for ways to increase the amount of material that makes it to - and through - the recycling process.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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