

Stand-Up Pouches Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Stand- Up Pouch market is expected to grow at a CAGR of 5.8% over the forecast period. The growing demand for packaged food and the cost-effectiveness of flexible packaging solutions is expected to drive the demand for stand-up pouches.

Key Highlights

The rise in the demand for on-the-go snacks has led to the need for re-closable stand-up pouches as they offer convenience to consumers. In addition, the changing lifestyle and food preferences among consumers, coupled with changing food technology, further create demand in the market.

Switching to pouch packaging, especially stand-up pouches, helps reduce the cost of materials. According to Emmerson Packaging, rigid packaging costs three to six times more per unit compared to flexible packaging. Printed folding cartons cost nearly twice as much as flexible packaging. Hence, selecting stand-up pouches over a rigid alternative indicates positive growth for the market.

However, growing consumer awareness about environmental concerns, dynamic regulatory standards, the ongoing drive for sustainability which includes replacing plastic-based packaging products with biodegradable materials, and poor recycling rate due to the lack of advanced recycling facilities are some factors challenging the market growth.

The growing concern over sustainability further pushes the vendors towards recyclable and sustainable pouches. Thus, the market is projected to witness capital investments in sustainable product innovation and the growth of new recycling industries.

Moreover, the COVID-19 pandemic has had a mixed impact on stand-up pouch packaging. Due to the pandemic outbreak, manufacturers are facing supply chain disruption and decreasing manufacturing in many parts of the world. However, increasing demand for medical and healthcare supplies is expected to affect the market positively. Further, the Russia-Ukraine war has an impact on the overall packaging ecosystem.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Stand-Up Pouches Market Trends

Food & Beverage Segment is Expected to Drive Market Growth

Lifestyle changes and easy access to information on health and nutrition are increasing the demand for indulgent yet healthy foods, convenience foods, and single-serve options. These rapid changes in the food and beverage landscape are creating demand for convenient packaging options like Stand-Up Pouches.

Moreover, many consumers now consider stand-up pouches a signifier of quality, making them a necessity for vendors to communicate premiumization through this form of packaging. Additionally, Stand-Up pouches help protect foods by keeping outside elements like moisture, light, air, and bacteria away.

The market has seen considerable innovation in the stand-up pouches used in the food packaging industry. Last year, Coveris, a sustainable packaging company, and Northern Ireland-based poultry meat producer Moy Park partnered to introduce a new recyclable stand-up pouch. The research and development (R&D) network of Coveris created the MonoFlexBE stand-up pouch for Tesco's cooked chicken product. The new packaging includes a recyclable mono-laminate barrier that reduces plastic weight by 55%.

In addition, several manufacturers in the industry are focusing on introducing sustainable solutions and have constantly been working on customer and market needs. For instance, earlier this year, Shako Flexipack Pvt. Ltd. introduced a Jumbo 5-liter Stand-up pouch for food and Non-food applications, which offers better shelf life, is more environmentally friendly due to lesser weight, and is cost-effective.

The main factors propelling market expansion are convenience, affordability of pouches, and increasing demand for packaged food and beverages. Stand-up pouches are usually made with lightweight materials, which significantly lowers the cost of transportation. The demand is also fueled by the fact that pouches come with various closure options, including a spout, zipper, and tear notch.

Asia - Pacific is Expected to be the Fastest Growing Market for Stand-Up Pouches

The rise of food processing, increasing health care expenditures, and expansion of the retail sector are driving the demand for Stand Up Pouches in food packaging in Asia-pacific. According to the US Department of Agriculture, in 2021, China accounted for more than half of global food and beverage revenue, and the production volume from the food processing and manufacturing industry increased by 6.3% in 2021 despite the continued COVID-19 outbreak.

The changing consumption habits to include more quick-serve and processed foods and pandemic impacts have led consumers to focus more on nutritional and safety products. With strict COVID-19 control measures enforced across the region, consumer demand for shelf-stable products has grown, for which stand-up pouches are significantly being used for packaging.

As a larger exporter of products like coffee, tea, sauces, and liquid detergents in Southeast Asia, being packed in this format in the region. This has led players like Mespac, a subsidiary of Duravant, to focus on this segment of their portfolio in the region. Moreover, rapid economic growth and urbanization are transforming the retail food sector in the developing economies of the Asia-Pacific region. The growing number of supermarkets, hypermarkets, discount and club stores, and chain convenience stores are offering consumers lower prices, greater convenience, and safer food products due to highly efficient procurement and distribution systems to cater to increasing demand are the center of the development of the retail food sector in the urban market.

Stand-Up Pouches Market Competitor Analysis

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

The market is fragmented, with many large players operating in the market, constituting considerable market share. The leading market players are constantly upgrading their product portfolios and adopting various organic and inorganic strategies such as mergers, partnerships, new product launches, collaborations, mergers, and acquisitions to dominate the market.

August 2022 - Flexible Pouches, a California-based packaging business, developed clear stand-up pouches to preserve food quality and show products most appealingly. The transparent stand-up pouches from Flexible Pouches are cost-effective and environmentally friendly. The solution offers a full view of the content from all sides for secure eating and straightforward access.

August 2022 - SCG Chemicals Public Company Limited developed a monome stand-up pouch of a complete polyethylene structure, making it easier to continue with the recycling process than current multi-material packaging consisting of inseparable layers of different materials. This packaging solution is environmentally friendly, performs well when required, and is available in two options: monome and monome+ high barrier.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions & Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

- 4.1 Market Overview
- 4.2 Industry Value Chain Analysis
- 4.3 Industry Attractiveness - Porter's Five Force Analysis
 - 4.3.1 Threat of New Entrants
 - 4.3.2 Bargaining Power of Buyers/Consumers
 - 4.3.3 Bargaining Power of Suppliers
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry
- 4.4 Assessment of Covid-19 Impact on the Market

5 MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Rising Demand for Packaged Food and Beverage
 - 5.1.2 Increasing Demand for Convenience and Ready-to-eat Food
- 5.2 Market Restraints
 - 5.2.1 Stringent Government Regulations

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

6 MARKET SEGMENTATION

6.1 By Material

6.1.1 PET (Polyethylene Terephthalate)

6.1.2 PE (Polyethylene)

6.1.3 PP (Polypropylene)

6.1.4 EVOH (Ethylene-vinyl Alcohol)

6.1.5 Other Material

6.2 By Application

6.2.1 Food & Beverage

6.2.2 Home Care

6.2.3 Health Care

6.2.4 Pet Care

6.2.5 Other Applications

6.3 Geography

6.3.1 North America

6.3.2 Europe

6.3.3 Asia Pacific

6.3.4 Middle East

6.3.5 Latin America

7 COMPETITIVE LANDSCAPE

7.1 Company Profiles

7.1.1 Amcor plc

7.1.2 Mondi plc

7.1.3 Sonoco Products Company

7.1.4 Smurfit Kappa Group plc

7.1.5 ProAmpac LLC

7.1.6 Swiss PAC USA

7.1.7 Winpak Ltd.

7.1.8 Uflex Limited

7.1.9 Glenroy, Inc.

7.1.10 FLAIR Flexible Packaging Corporation

8 INVESTMENT ANALYSIS

9 FUTURE OF THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Stand-Up Pouches Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-04"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

