

## **Canada Flexible Packaging Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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### **Report description:**

The Canadian flexible packaging market is expected to register a CAGR of 4.6% during the forecast period (2022-2027). Innovative technologies, sustainability, and growing demand in various industries, such as food, are boosting the growth of flexible packaging in Canada.

#### Key Highlights

Canada is anticipated to witness a higher growth rate due to the growing adoption of flexible packaging techniques across numerous industries, such as retail, pharmaceutical, food, and beverage. Furthermore, the country is witnessing a flourish in the retail industry, generating an increasing demand for flexible packaging products.

However, one of the concerns faced by the flexible packaging industry in the region is the stringent environmental regulations. At the country and state levels, bans forced on plastic products are anticipated to pose substantial sprints to the market over the forecast period.

Additionally, the increased penetration of e-commerce and digital printing and the cost-effectiveness of flexible packaging are driving the market growth. According to PMMI, flexible packaging accounted for 31% of packaging materials in Canada.?

In the food industry, sustainability, transparency, food safety, and reduction in food waste influence the flexible packaging choice for meat and seafood. Sustainability is one of the trending factors that more companies are interested in and recycled -content flexible packaging solutions.

The spread of COVID-19 across Canada and other parts of North America has a negative impact on the flexible supply chain, as only manufacturing of essential goods is permitted during the lockdown in the country. This has the potential to result in optimal supply and demand systems and lower margins. The overall economic downturn could also affect employment levels in various end-user industries in the region.

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## Canada Flexible Packaging Market Trends

### Food Industry is Expected to Witness Significant Growth

Due to the increase in exports of packaged foods, the demand for flexible packaging is increasing. Processed foods in Canada are exported to 190 countries. Most of the products are exported to the United States, China, Japan, Mexico, Russia, and South Korea. The demand for flexible plastic packaging for the frozen food industry is witnessing a surging demand. It is rapidly replacing traditional materials, such as paperboard, metals, and glass, owing to its beneficial properties, such as being lightweight and reduced cost. Flexible packaging increases the sustainability of products by increasing their shelf life, and it also enables the introduction of new products in frozen foods while reducing spoilage.

Owing to the surging demand from the studied end-user application, several market players offer solutions that cater specifically to the fruit and vegetable packaging requirements. For instance, Canada-based FLAIR Flexible Packaging Corporation offers Roll stock films, Lidding films, and Special micro-perforation for breathable films catering to the packaging needs of fruits and vegetable products.

The marketplace is bolstered through the growing availability of meat and beef merchandise throughout great and strong retail chains in distinct countries. With the call for a greater widespread stable-shelf time, the call for retort packaging and thermoformed excessive barrier films is on the rise.

Further, with the recent outbreak of COVID-19, the market witnessed a significant slowdown in production due to the pandemic across the country. However, a flexible packaging manufacturer is ensuring that food and medical supplies should be reachable for people during a crisis, thereby maintaining the performance of the food industry in the flexible packaging market in the region.

### Plastic is Expected to Hold a Significant Share

Plastic flexible packaging is durable, versatile, and approved by the Canadian Food Inspection Agency (CFIA) as food-safe. It finds its application in various FMCG industries, including food, beverages, industrial packaging, pharmaceuticals, and consumer goods. Its versatility enables its application even in industries like cosmetics, multimedia, and packaging of sports goods and toys, boosting the market's growth.

According to the Canadian Packaging Association, the country may witness significant demand for cheese packaging that is set to account for a market value of over USD 5 billion by the end of 2029, thus, driving the growth of the plastic flexible packaging market in the country.

According to the Recycling Council of Ontario, Canada recycles about 9% of its plastics, with the rest dumped in landfills or tossed away as litter. Consumers in the country are increasingly moving toward recyclable food packaging materials and prefer brands that are responsible for their packaging that push the market for flexible packaging.

The demand for polyethylene will phase off gradually as more than half of the industry depends on it because of its cost-effectiveness and low density. However, leading suppliers are opting for recycling measures to make their products relevant and competitive in the market against competitive substitutes.

Further, according to the Canadian Plastic Pact, plastic packaging should be tackled with golden rules and with a framework that aims to drive innovation and scalable actions, resulting in easier ways to recycle plastic packaging by 2025.

### Canada Flexible Packaging Market Competitor Analysis

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The Canadian flexible packaging market is fragmented. However, it is dominated by major players such as ProAmpac LLC, Emmerson Packaging, Cascades Flexible Packaging, Tetra Pak International SA, Sealed Air Corporation, Berry Global Inc., and Mondi PLC. Hence, the market concentration is likely to be consolidated. The players in the market are adopting major strategies, like product innovations, mergers and acquisitions, and strategic partnerships, to widen their product portfolios and expand their geographical reach.

August 2021 - The Cascades introduced its fully recycled packaging for Fluff and Tuff products. This Canada-based packaging company's solution is the outcome of several months of research and testing and has developed a product suitable to the requirements of the customer.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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