

Global Flexible Paper Packaging Market Report and Forecast 2023-2028

Market Report | 2023-07-07 | 164 pages | EMR Inc.

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Report description:

Global Flexible Paper Packaging Market Report and Forecast 2023-2028
Market Outlook

According to the report by Expert Market Research (EMR), the global flexible paper packaging market reached a value of USD 61.2 billion in 2022. Aided by the escalating demand for sustainable and eco-friendly packaging solutions, and diverse applications of flexible paper packaging in multiple sectors, the market is projected to further grow at a CAGR of 4.54% between 2023 and 2028 to reach a value of USD 78.34 billion by 2028.

Flexible paper packaging, derived from renewable sources, is widely utilised as a packaging material for an array of goods, including food, pharmaceuticals, personal care products, and electronics, among others. It plays an integral role in safeguarding the product integrity, facilitating storage and transportation, and extending the product's shelf life. In addition to its protective qualities, flexible paper packaging provides notable advantages in terms of lightweight, customisation capabilities, and biodegradability, making it an indispensable component in various industrial applications.

The burgeoning consumer inclination for sustainable packaging solutions is fuelling the global flexible paper packaging market growth. With the rising awareness about the environmental implications of plastic waste, there has been a significant transition towards eco-friendly packaging alternatives, resulting in a surge in demand for flexible paper packaging. Furthermore, regulatory measures and bans on single-use plastic across various regions are also playing a substantial role in the proliferation of paper-based packaging.

The expanding applications of flexible paper packaging in numerous industries are also contributing to the flexible paper packaging market development. In the food industry, flexible paper packaging is utilised for its lightweight and superior protective properties, reducing transportation costs and mitigating food wastage. The pharmaceutical sector leverages flexible paper packaging for its moisture and air barrier qualities, crucial in maintaining the efficacy of drugs and medicines. The electronics industry also employs flexible paper packaging for its anti-static and cushioning attributes, essential for safeguarding delicate components.

Moreover, the increasing demand for customisation in packaging to enhance brand visibility and consumer engagement has led to a renewed focus on flexible paper packaging. Its adaptability to various shapes and sizes, along with the potential for high-quality printing, make it a favourable choice for businesses aiming to stand out in a competitive market.

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Also, the ongoing drive for lightweight packaging solutions to reduce logistics costs and carbon emissions has further strengthened the positioning of flexible paper packaging market. With its inherent light weight, flexible paper packaging allows more units per shipment, improving supply chain efficiency and reducing the overall environmental footprint. The relentless advancement in technology is another significant factor boosting the flexible paper packaging market expansion. Innovations in barrier coatings and treatments have enhanced the performance of paper packaging, broadening its applicability to a wider range of products. Developments in digital printing have also enabled more vibrant and detailed package graphics, increasing the aesthetic appeal of flexible paper packaging.

Market Segmentation

The market can be divided based on paper type, packaging type, printing technology, embellishing type, end use, and region.

Market Breakup by Paper Type

- Kraft Paper
- Glassine Paper
- Greaseproof Paper
- Parchment Paper
- Sulphite Paper

Market Breakup by Packaging Type

- Pouches
- Rollstock
- Shrink Sleeves
- Wraps
- Others

Market Breakup by Printing Technology

- Rotogravure
- Digital Printing
- Flexography
- Others

Market Breakup by Embellishing Type

- Hot Coil
- Cold Coil
- Others

Market Breakup by End Use

- Food and Beverages
- Healthcare
- Beauty and Personal Care
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the global flexible paper packaging companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Amcor Plc.
- Sonoco Products Company

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- []Huhtamaki Oyj
- []Coveris Management GmbH
- []Mondi Plc
- []International Paper Company
- []Stora Enso Oyj
- []Sappi Group
- []Sabert Corporation
- []Billerud AB
- []Others

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Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
 - 6.1 Global
 - 6.2 Regional
- 7 Opportunities and Challenges in the Market
- 8 Global Flexible Paper Packaging Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 Global Flexible Paper Packaging Historical Market (2018-2022)
 - 8.3 Global Flexible Paper Packaging Market Forecast (2023-2028)
 - 8.4 Global Flexible Paper Packaging Market by Paper Type
 - 8.4.1 Kraft Paper

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- 8.4.1.1 Historical Trend (2018-2022)
 - 8.4.1.2 Forecast Trend (2023-2028)
- 8.4.2 Glassine Paper
 - 8.4.2.1 Historical Trend (2018-2022)
 - 8.4.2.2 Forecast Trend (2023-2028)
- 8.4.3 Greaseproof Paper
 - 8.4.3.1 Historical Trend (2018-2022)
 - 8.4.3.2 Forecast Trend (2023-2028)
- 8.4.4 Parchment Paper
 - 8.4.4.1 Historical Trend (2018-2022)
 - 8.4.4.2 Forecast Trend (2023-2028)
- 8.4.5 Sulphite Paper
 - 8.4.5.1 Historical Trend (2018-2022)
 - 8.4.5.2 Forecast Trend (2023-2028)
- 8.5 Global Flexible Paper Packaging Market by Packaging Type
 - 8.5.1 Pouches
 - 8.5.1.1 Historical Trend (2018-2022)
 - 8.5.1.2 Forecast Trend (2023-2028)
 - 8.5.2 Rollstock
 - 8.5.2.1 Historical Trend (2018-2022)
 - 8.5.2.2 Forecast Trend (2023-2028)
 - 8.5.3 Shrink Sleeves
 - 8.5.3.1 Historical Trend (2018-2022)
 - 8.5.3.2 Forecast Trend (2023-2028)
 - 8.5.4 Wraps
 - 8.5.4.1 Historical Trend (2018-2022)
 - 8.5.4.2 Forecast Trend (2023-2028)
 - 8.5.5 Others
- 8.6 Global Flexible Paper Packaging Market by Printing Technology
 - 8.6.1 Rotogravure
 - 8.6.1.1 Historical Trend (2018-2022)
 - 8.6.1.2 Forecast Trend (2023-2028)
 - 8.6.2 Digital Printing
 - 8.6.2.1 Historical Trend (2018-2022)
 - 8.6.2.2 Forecast Trend (2023-2028)
 - 8.6.3 Flexography
 - 8.6.3.1 Historical Trend (2018-2022)
 - 8.6.3.2 Forecast Trend (2023-2028)
 - 8.6.4 Others
- 8.7 Global Flexible Paper Packaging Market by Embellishing Type
 - 8.7.1 Hot Coil
 - 8.7.1.1 Historical Trend (2018-2022)
 - 8.7.1.2 Forecast Trend (2023-2028)
 - 8.7.2 Cold Coil
 - 8.7.2.1 Historical Trend (2018-2022)
 - 8.7.2.2 Forecast Trend (2023-2028)
 - 8.7.3 Others

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- 8.8 Global Flexible Paper Packaging Market by End Use
 - 8.8.1 Food and Beverages
 - 8.8.1.1 Historical Trend (2018-2022)
 - 8.8.1.2 Forecast Trend (2023-2028)
 - 8.8.2 Healthcare
 - 8.8.2.1 Historical Trend (2018-2022)
 - 8.8.2.2 Forecast Trend (2023-2028)
 - 8.8.3 Beauty and Personal Care
 - 8.8.3.1 Historical Trend (2018-2022)
 - 8.8.3.2 Forecast Trend (2023-2028)
 - 8.8.4 Others
- 8.9 Global Flexible Paper Packaging Market by Region
 - 8.9.1 North America
 - 8.9.1.1 Historical Trend (2018-2022)
 - 8.9.1.2 Forecast Trend (2023-2028)
 - 8.9.2 Europe
 - 8.9.2.1 Historical Trend (2018-2022)
 - 8.9.2.2 Forecast Trend (2023-2028)
 - 8.9.3 Asia Pacific
 - 8.9.3.1 Historical Trend (2018-2022)
 - 8.9.3.2 Forecast Trend (2023-2028)
 - 8.9.4 Latin America
 - 8.9.4.1 Historical Trend (2018-2022)
 - 8.9.4.2 Forecast Trend (2023-2028)
 - 8.9.5 Middle East and Africa
 - 8.9.5.1 Historical Trend (2018-2022)
 - 8.9.5.2 Forecast Trend (2023-2028)
- 9 North America Flexible Paper Packaging Market Analysis
 - 9.1 United States of America
 - 9.1.1 Historical Trend (2018-2022)
 - 9.1.2 Forecast Trend (2023-2028)
 - 9.2 Canada
 - 9.2.1 Historical Trend (2018-2022)
 - 9.2.2 Forecast Trend (2023-2028)
- 10 Europe Flexible Paper Packaging Market Analysis
 - 10.1 United Kingdom
 - 10.1.1 Historical Trend (2018-2022)
 - 10.1.2 Forecast Trend (2023-2028)
 - 10.2 Germany
 - 10.2.1 Historical Trend (2018-2022)
 - 10.2.2 Forecast Trend (2023-2028)
 - 10.3 France
 - 10.3.1 Historical Trend (2018-2022)
 - 10.3.2 Forecast Trend (2023-2028)
 - 10.4 Italy
 - 10.4.1 Historical Trend (2018-2022)
 - 10.4.2 Forecast Trend (2023-2028)

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- 10.5 Others
- 11 Asia Pacific Flexible Paper Packaging Market Analysis
 - 11.1 China
 - 11.1.1 Historical Trend (2018-2022)
 - 11.1.2 Forecast Trend (2023-2028)
 - 11.2 Japan
 - 11.2.1 Historical Trend (2018-2022)
 - 11.2.2 Forecast Trend (2023-2028)
 - 11.3 India
 - 11.3.1 Historical Trend (2018-2022)
 - 11.3.2 Forecast Trend (2023-2028)
 - 11.4 ASEAN
 - 11.4.1 Historical Trend (2018-2022)
 - 11.4.2 Forecast Trend (2023-2028)
 - 11.5 Australia
 - 11.5.1 Historical Trend (2018-2022)
 - 11.5.2 Forecast Trend (2023-2028)
 - 11.6 Others
- 12 Latin America Flexible Paper Packaging Market Analysis
 - 12.1 Brazil
 - 12.1.1 Historical Trend (2018-2022)
 - 12.1.2 Forecast Trend (2023-2028)
 - 12.2 Argentina
 - 12.2.1 Historical Trend (2018-2022)
 - 12.2.2 Forecast Trend (2023-2028)
 - 12.3 Mexico
 - 12.3.1 Historical Trend (2018-2022)
 - 12.3.2 Forecast Trend (2023-2028)
 - 12.4 Others
- 13 Middle East and Africa Flexible Paper Packaging Market Analysis
 - 13.1 Saudi Arabia
 - 13.1.1 Historical Trend (2018-2022)
 - 13.1.2 Forecast Trend (2023-2028)
 - 13.2 United Arab Emirates
 - 13.2.1 Historical Trend (2018-2022)
 - 13.2.2 Forecast Trend (2023-2028)
 - 13.3 Nigeria
 - 13.3.1 Historical Trend (2018-2022)
 - 13.3.2 Forecast Trend (2023-2028)
 - 13.4 South Africa
 - 13.4.1 Historical Trend (2018-2022)
 - 13.4.2 Forecast Trend (2023-2028)
 - 13.5 Others
- 14 Market Dynamics
 - 14.1 SWOT Analysis
 - 14.1.1 Strengths
 - 14.1.2 Weaknesses

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- 14.1.3 Opportunities
- 14.1.4 Threats
- 14.2 Porter's Five Forces Analysis
 - 14.2.1 Supplier's Power
 - 14.2.2 Buyer's Power
 - 14.2.3 Threat of New Entrants
 - 14.2.4 Degree of Rivalry
 - 14.2.5 Threat of Substitutes
- 14.3 Key Indicators for Demand
- 14.4 Key Indicators for Price
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Company Profiles
 - 15.2.1 Amcor Plc.
 - 15.2.1.1 Company Overview
 - 15.2.1.2 Product Portfolio
 - 15.2.1.3 Demographic Reach and Achievements
 - 15.2.1.4 Certifications
 - 15.2.2 Sonoco Products Company
 - 15.2.2.1 Company Overview
 - 15.2.2.2 Product Portfolio
 - 15.2.2.3 Demographic Reach and Achievements
 - 15.2.2.4 Certifications
 - 15.2.3 Huhtamaki Oyj
 - 15.2.3.1 Company Overview
 - 15.2.3.2 Product Portfolio
 - 15.2.3.3 Demographic Reach and Achievements
 - 15.2.3.4 Certifications
 - 15.2.4 Coveris Management GmbH
 - 15.2.4.1 Company Overview
 - 15.2.4.2 Product Portfolio
 - 15.2.4.3 Demographic Reach and Achievements
 - 15.2.4.4 Certifications
 - 15.2.5 Mondi Plc
 - 15.2.5.1 Company Overview
 - 15.2.5.2 Product Portfolio
 - 15.2.5.3 Demographic Reach and Achievements
 - 15.2.5.4 Certifications
 - 15.2.6 International Paper Company
 - 15.2.6.1 Company Overview
 - 15.2.6.2 Product Portfolio
 - 15.2.6.3 Demographic Reach and Achievements
 - 15.2.6.4 Certifications
 - 15.2.7 Stora Enso Oyj
 - 15.2.7.1 Company Overview
 - 15.2.7.2 Product Portfolio
 - 15.2.7.3 Demographic Reach and Achievements

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- 15.2.7.4 Certifications
- 15.2.8 Sappi Group
 - 15.2.8.1 Company Overview
 - 15.2.8.2 Product Portfolio
 - 15.2.8.3 Demographic Reach and Achievements
 - 15.2.8.4 Certifications
- 15.2.9 Sabert Corporation
 - 15.2.9.1 Company Overview
 - 15.2.9.2 Product Portfolio
 - 15.2.9.3 Demographic Reach and Achievements
 - 15.2.9.4 Certifications
- 15.2.10 Billerud AB
 - 15.2.10.1 Company Overview
 - 15.2.10.2 Product Portfolio
 - 15.2.10.3 Demographic Reach and Achievements
 - 15.2.10.4 Certifications
- 15.2.11 Other
- 16 Key Trends and Developments in the Market

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