

## **Latin America Flexible Packaging Market Report and Forecast 2023-2028**

Market Report | 2023-10-24 | 160 pages | EMR Inc.

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### **Report description:**

Latin America Flexible Packaging Market Report and Forecast 2023-2028

#### Market Outlook

According to the report by Expert Market Research (EMR), the Latin America flexible packaging market reached a value of USD 8 Billion in 2023. Aided by the escalating demand for sustainable packaging solutions and the amplifying applications of flexible packaging across varied industries, the market is projected to further grow at a CAGR of 2.94% between 2023 and 2028 to reach a value of USD 9.54 Billion by 2028.

Flexible packaging, a modern packaging solution, encompasses materials like plastic, aluminium, and paper that can be moulded into various shapes. The surge in its popularity is a direct consequence of its convenience, versatility, and reduced environmental footprint compared to conventional rigid packaging. Such packaging finds extensive use in an array of products, such as food, beverages, pharmaceuticals, cosmetics, and household items.

A predominant driver for the Latin America flexible packaging market growth is the burgeoning consumer demand for lightweight and convenient packaging solutions. As urbanisation sweeps across Latin American nations, there's a growing populace with fast-paced lifestyles, gravitating towards products that offer ease and expediency. The space-saving and reduced waste attributes of flexible packaging amplify its desirability among modern consumers.

As per the Latin America flexible packaging market analysis, in addition to the fundamental advantages of flexible packaging, the rising environmental awareness and sustainability initiatives across the region significantly influence the market dynamics. Latin American countries, having experienced firsthand the repercussions of environmental neglect, are progressively adopting eco-friendly practices. Consequently, the transition towards recyclable and biodegradable flexible packaging materials has gained remarkable momentum.

The diverse applications of flexible packaging in an assortment of industries is another pivotal facet boosting the Latin America flexible packaging market demand. In the food and beverage sector, its capability to extend shelf life while retaining product freshness renders it indispensable. Pharmaceutical companies, while searching for tamper-evident and child-resistant solutions, often resort to flexible packaging. Similarly, in the cosmetics industry, the allure of visually appealing, yet sturdy packaging leads to a favourable inclination towards these malleable solutions.

As e-commerce proliferates, the demand for durable and lightweight packaging, which ensures product safety while optimising

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logistics costs, experiences a corresponding ascent and further increases the Latin America flexible packaging market size. This trend is most noticeable in major Latin American economies such as Brazil, Mexico, and Argentina.

#### Market Segmentation □

The market can be divided based on product type, raw material, printing technology, application, and country.

#### Market Breakup by Product Type

- Printed Rollstock
- Preformed Bags and Pouches
- Others

#### Market Breakup by Raw Material

- Film
- Resin
- Foil
- Paper
- Inks, Coating and Adhesive
- Others

#### Market Breakup by Printing Technology

- Flexography
- Rotogravure
- Digital
- Others

#### Market Breakup by Application

- Food and Beverages
- Pharmaceuticals
- Cosmetics
- Others

#### Market Breakup by Country

- Brazil
- Mexico
- Argentina
- Colombia
- Peru
- Others

#### Competitive Landscape

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

- Amcor Plc
- Sealed Air Corporation
- Sonoco Products Company
- Guala Pack S.p.a.
- Bomplastic - Bom Jesus Plasticos LTDA
- Graphic Packaging Holding Company
- Berry Global Group, Inc.
- Others

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