SCOTTS INTERNATIONAL

United States Flexible Plastic Packaging Market Forecast 2024-2032

Market Report | 2024-11-27 | 139 pages | Inkwood Research

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Report description:

KEY FINDINGS
The United States flexible plastic packaging market is projected to grow with a CAGR of 4.56% during the forecast period of 2024-2032, reaching a revenue of $48559.33 million by 2032. The United States flexible plastic packaging market is a dynamic and rapidly evolving sector, driven by the increasing demand for lightweight, durable, and cost-effective packaging solutions across diverse industries.
MARKET INSIGHTS
Flexible plastic packaging encompasses a variety of materials, including polyethylene, polypropylene, and bioplastics, tailored for products ranging from food and beverages to pharmaceuticals and personal care items. The country's market is propelled by trends such as growing consumer preference for convenient, resealable, and portable packaging formats, as well as advancements in material science that improve barrier properties, recyclability, and overall sustainability.
The burgeoning e-commerce sector also plays a pivotal role in bolstering demand, as businesses seek efficient, tamper-evident, and visually appealing packaging to meet consumer expectations. In addition, innovations in digital printing and smart packaging are reshaping branding strategies and enhancing consumer engagement. This expansion is largely attributed to the rising popularity of flexible packaging in the food and beverage sector, accounting for a significant market share during the forecast period. The sector's preference for flexible packaging stems from its ability to enhance product shelf life, provide convenience, and offer sustainability benefits.
Sustainability is a central focus for the flexible plastic packaging industry in the US, with companies striving to address growing environmental concerns and stringent regulatory standards. Many manufacturers are investing in circular economy initiatives, including the development of fully recyclable or compostable packaging materials and partnerships to improve waste management infrastructure.
Furthermore, the push for sustainable solutions is complemented by a surge in consumer awareness and preferences for eco-friendly packaging, encouraging companies to balance environmental responsibility with functionality and cost-effectiveness. Despite challenges such as fluctuating raw material costs and increasing competition from alternative packaging formats like paper and rigid plastics, the market's adaptability and emphasis on innovation position it for robust growth in the coming years.
SEGMENTATION ANALYSIS
The United States flexible plastic packaging market segmentation includes material, type, printing technology, and application. The type segment is further classified into pouches, rollstock, bags, films & wraps, and other types.

Films & wraps serve as a pivotal segment within the flexible plastic packaging market, widely utilized across various industries for their protective and adaptable qualities. In the transportation industry, these materials act as a safeguarding layer over cardboard boxes, ensuring goods are protected during transit. Their lightweight yet durable nature makes them an efficient solution for reducing shipping costs and minimizing environmental impact. Beyond transportation, the food & beverage industry heavily relies on films and wraps for preserving product freshness and extending shelf life, particularly for perishable goods. These materials are also essential in the pharmaceutical sector, providing tamper-evident and hygienic packaging for sensitive medical products.

The demand for films and wraps is anticipated to grow substantially over the projection period, fueled by increasing disposable incomes and rising consumer preferences for packaged and ready-to-eat foods. Additionally, a burgeoning middle-class population is driving demand for personal care products, many of which require protective and aesthetic packaging provided by films and wraps. This growth is further propelled by advancements in material technology, including biodegradable and recyclable options, aligning with global sustainability goals. With diverse applications and expanding market needs, films and wraps are positioned as a critical driver of innovation and growth within the flexible plastic packaging industry over the forecast period.

COMPETITIVE INSIGHTS

Major companies operating in the United States flexible plastic packaging market are Coveris, American Packaging Corporation, Berry Global Inc, etc.

Berry Global Inc, headquartered in the United States, is a prominent global provider of consumer and industrial packaging solutions. The company's operations are organized into three key divisions: Engineered Materials, Health, Hygiene & Specialties, and Consumer Packaging. The Engineered Materials division focuses on products such as films, liners, tape products, retail bags, and PVC films. The Health, Hygiene & Specialties division caters to regional demands with products like baby care and other hygiene solutions.

On the other hand, the Consumer Packaging division provides closures and dispensing systems for markets, prioritizing convenience, safety, and e-commerce formats. This segment also includes bottles and canisters for personal care, beverage, and food markets; containers for consumer and industrial use; polyethylene films for agricultural, construction, healthcare, and waste services; and specialized pharmaceutical devices and packaging like inhalers, dose counters, and bottles for both over-the-counter and prescription medicines.

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