

Europe Flexible Plastic Packaging Market Forecast 2024-2032

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Report description:

KEY FINDINGS

The Europe flexible plastic packaging market is evaluated to grow with a CAGR of 4.00% during the forecast period of 2024-2032. The market was valued at \$51823.30 million in 2023 and is expected to reach \$74431.93 million by 2032.

MARKET INSIGHTS

The growth of the Europe flexible plastic packaging market is driven by increasing demand for lightweight, durable, and sustainable packaging solutions across industries like food & beverages, pharmaceuticals, and personal care. Rising consumer preference for convenience and ready-to-eat food products has further propelled the adoption of flexible packaging due to its ability to extend shelf life and provide easy portability. Additionally, growing environmental concerns as well as stringent EU regulations, are encouraging the development and adoption of recyclable and bio-based plastic materials, thus fueling innovation and market expansion.

REGIONAL ANALYSIS

The Europe flexible plastic packaging market growth evaluation covers the examination of the United Kingdom, Germany, France, Italy, Spain, and Rest of Europe.

The United Kingdom's flexible packaging market is experiencing significant growth, primarily driven by the expanding packaged and frozen food sectors. In 2023, the retail value of the UK's frozen food market reached £8.59 billion, marking a 15.6% increase from the previous year. This surge is attributed to rising consumer demand for convenient and long-lasting food options, which has, in turn, escalated the need for flexible packaging solutions.

Additionally, the UK's Soft Drinks Industry Levy, introduced in 2018, continues to influence packaging trends. The levy has led to product reformulations and a shift towards smaller pack sizes, particularly in the soft drinks sector. As of 2024, approximately 89% of soft drinks sold in the UK are exempt from the levy due to reduced sugar content, reflecting a significant industry adaptation. This shift has further propelled the demand for flexible packaging as manufacturers seek versatile and efficient solutions to accommodate new product sizes and formulations.

Flexible packaging offers cost-effectiveness and extended shelf life, making it an attractive choice for cosmetic products. For instance, leading companies like L'Oreal have adopted flexible packaging to enhance sustainability and meet consumer preferences. L'Oreal's commitment to sustainable packaging includes using 100% recycled or bio-based plastic by 2030 and ensuring all plastic packaging is refillable, reusable, recyclable, or compostable by 2025.

Moreover, the presence of approximately 430 small and medium-sized enterprises in France's cosmetics sector further drives the

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demand for flexible packaging in the region, as these companies seek innovative and cost-effective solutions to remain competitive. The continuous introduction of new trends and brands into the French market also contributes to the expansion of the cosmetics industry, thereby fueling the growth of the flexible packaging market growth during the forecast period.

SEGMENTATION ANALYSIS

The Europe 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.

Rollstocks are versatile packaging materials widely used for wrapping meat and other grocery items, as well as for gift wrapping and securing products during transportation to prevent skids and spills. These lightweight and cost-effective solutions are particularly suited for packaging protein-rich foods like meat and dairy products.

The growth of the rollstock segment is driven by rising demand for high-protein foods, influenced by increasing disposable incomes and evolving dietary preferences. With global meat production projected to reach 376 million tons by 2030, according to the World Health Organization (WHO), the livestock sector faces increased pressure to meet demand, further boosting the need for efficient packaging solutions like rollstocks.

COMPETITIVE INSIGHTS

Major companies operating in the Europe flexible plastic packaging market are Constantia Flexibles, DS Smith, Glenroy Inc, Mondi Group, etc.

Mondi Group, headquartered in Vienna, Austria, operates through two primary business segments: Europe & International, which focuses on designing and manufacturing packaging paper, fiber packaging, consumer packaging, and uncoated fine paper; and South Africa, which specializes in paper pulp, uncoated fine paper, and containerboard production.

Mondi offers an extensive portfolio of over 100 paper and packaging products, tailored into more than 100,000 unique packaging solutions to meet diverse industry needs. Among its offerings, micro-perforated packaging products are widely utilized in the food industry, particularly for packaging frozen foods such as vegetables, as well as fresh and chilled items like ready meals, meat, poultry, and seafood. These products are customized to meet the specific requirements of clients, ensuring optimal performance for various packaging applications.

Table of Contents:

TABLE OF CONTENTS

1. RESEARCH SCOPE & METHODOLOGY

1.1. STUDY OBJECTIVES

1.2. METHODOLOGY

1.3. ASSUMPTIONS & LIMITATIONS

2. EXECUTIVE SUMMARY

2.1. MARKET SIZE & ESTIMATES

2.2. MARKET OVERVIEW

2.3. SCOPE OF STUDY

2.4. CRISIS SCENARIO ANALYSIS

2.5. MAJOR MARKET FINDINGS

2.5.1. IMPROVEMENTS IN MANUFACTURING ACTIVITIES ARE AIDING THE MARKET'S GROWTH

2.5.2. EMERGENCE OF SMART PACKAGING

3. MARKET DYNAMICS

3.1. KEY DRIVERS

3.1.1. GROWING FOCUS ON REDUCING FOOD WASTAGE AND ENHANCING COST-EFFECTIVENESS OF PRODUCTS

3.1.2. RISING DEMAND FOR MORE SUSTAINABLE AND ENVIRONMENTALLY FRIENDLY PACKAGING

3.1.3. INCREASING DEMAND FROM VARIOUS END-USERS

3.2. KEY RESTRAINTS

3.2.1. VOLATILITY IN RAW MATERIAL PRICES

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- 3.2.2. ISSUES RELATED TO RECYCLING PLASTIC PACKAGING
- 3.2.3. STRINGENT ENVIRONMENTAL REGULATIONS
- 4. KEY ANALYTICS
 - 4.1. KEY MARKET TRENDS
 - 4.1.1. ESCALATING DEMAND FOR CONVENIENT PACKAGING SOLUTIONS
 - 4.1.2. INCREASED USE IN THE FOOD & BEVERAGE INDUSTRY
 - 4.1.3. EXPANDING FOOD PROCESSING AND E-COMMERCE SECTORS
 - 4.2. PORTER'S FIVE FORCES ANALYSIS
 - 4.2.1. BUYERS POWER
 - 4.2.2. SUPPLIERS POWER
 - 4.2.3. SUBSTITUTION
 - 4.2.4. NEW ENTRANTS
 - 4.2.5. INDUSTRY RIVALRY
 - 4.3. GROWTH PROSPECT MAPPING
 - 4.3.1. GROWTH PROSPECT MAPPING FOR EUROPE
 - 4.4. MARKET CONCENTRATION ANALYSIS
 - 4.5. VALUE CHAIN ANALYSIS
 - 4.5.1. RAW MATERIAL SUPPLIERS
 - 4.5.2. MANUFACTURERS
 - 4.5.3. DISTRIBUTORS
 - 4.5.4. END-USERS
 - 4.6. KEY BUYING CRITERIA
 - 4.6.1. APPLICATION AND EFFECTIVENESS
 - 4.6.2. COST
 - 4.6.3. SUSTAINABILITY
 - 4.7. REGULATORY FRAMEWORK
- 5. MARKET BY MATERIAL
 - 5.1. PLASTICS
 - 5.1.1. MARKET FORECAST FIGURE
 - 5.1.2. SEGMENT ANALYSIS
 - 5.2. ALUMINUM FOILS
 - 5.2.1. MARKET FORECAST FIGURE
 - 5.2.2. SEGMENT ANALYSIS
 - 5.3. OTHER MATERIALS
 - 5.3.1. MARKET FORECAST FIGURE
 - 5.3.2. SEGMENT ANALYSIS
- 6. MARKET BY TYPE
 - 6.1. POUCHES
 - 6.1.1. MARKET FORECAST FIGURE
 - 6.1.2. SEGMENT ANALYSIS
 - 6.2. ROLLSTOCK
 - 6.2.1. MARKET FORECAST FIGURE
 - 6.2.2. SEGMENT ANALYSIS
 - 6.3. BAGS
 - 6.3.1. MARKET FORECAST FIGURE
 - 6.3.2. SEGMENT ANALYSIS
 - 6.4. FILMS & WRAPS

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- 6.4.1. MARKET FORECAST FIGURE
- 6.4.2. SEGMENT ANALYSIS
- 6.5. OTHER TYPES
- 6.5.1. MARKET FORECAST FIGURE
- 6.5.2. SEGMENT ANALYSIS
- 7. MARKET BY PRINTING TECHNOLOGY
- 7.1. FLEXOGRAPHY
- 7.1.1. MARKET FORECAST FIGURE
- 7.1.2. SEGMENT ANALYSIS
- 7.2. ROTOGRAVURE
- 7.2.1. MARKET FORECAST FIGURE
- 7.2.2. SEGMENT ANALYSIS
- 7.3. DIGITAL PRINTING
- 7.3.1. MARKET FORECAST FIGURE
- 7.3.2. SEGMENT ANALYSIS
- 7.4. OTHER PRINTING TECHNOLOGIES
- 7.4.1. MARKET FORECAST FIGURE
- 7.4.2. SEGMENT ANALYSIS
- 8. MARKET BY APPLICATION
- 8.1. FOOD & BEVERAGES
- 8.1.1. MARKET FORECAST FIGURE
- 8.1.2. SEGMENT ANALYSIS
- 8.2. HEALTHCARE
- 8.2.1. MARKET FORECAST FIGURE
- 8.2.2. SEGMENT ANALYSIS
- 8.3. COSMETICS & TOILETRIES
- 8.3.1. MARKET FORECAST FIGURE
- 8.3.2. SEGMENT ANALYSIS
- 8.4. OTHER APPLICATIONS
- 8.4.1. MARKET FORECAST FIGURE
- 8.4.2. SEGMENT ANALYSIS
- 9. GEOGRAPHICAL ANALYSIS
- 9.1. EUROPE
- 9.1.1. MARKET SIZE & ESTIMATES
- 9.1.2. EUROPE FLEXIBLE PLASTIC PACKAGING MARKET DRIVERS
- 9.1.3. EUROPE FLEXIBLE PLASTIC PACKAGING MARKET CHALLENGES
- 9.1.4. KEY PLAYERS IN EUROPE FLEXIBLE PLASTIC PACKAGING MARKET
- 9.1.5. COUNTRY ANALYSIS
- 9.1.5.1. UNITED KINGDOM
- 9.1.5.1.1. UNITED KINGDOM FLEXIBLE PLASTIC PACKAGING MARKET SIZE & OPPORTUNITIES
- 9.1.5.2. GERMANY
- 9.1.5.2.1. GERMANY FLEXIBLE PLASTIC PACKAGING MARKET SIZE & OPPORTUNITIES
- 9.1.5.3. FRANCE
- 9.1.5.3.1. FRANCE FLEXIBLE PLASTIC PACKAGING MARKET SIZE & OPPORTUNITIES
- 9.1.5.4. ITALY
- 9.1.5.4.1. ITALY FLEXIBLE PLASTIC PACKAGING MARKET SIZE & OPPORTUNITIES
- 9.1.5.5. SPAIN

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- 9.1.5.5.1. SPAIN FLEXIBLE PLASTIC PACKAGING MARKET SIZE & OPPORTUNITIES
- 9.1.5.6. REST OF EUROPE
- 9.1.5.6.1. REST OF EUROPE FLEXIBLE PLASTIC PACKAGING MARKET SIZE & OPPORTUNITIES
- 10. COMPETITIVE LANDSCAPE
- 10.1. KEY STRATEGIC DEVELOPMENTS
- 10.1.1. MERGERS & ACQUISITIONS
- 10.1.2. PRODUCT LAUNCHES & DEVELOPMENTS
- 10.1.3. PARTNERSHIPS & AGREEMENTS
- 10.1.4. BUSINESS EXPANSIONS & DIVESTITURES
- 10.2. COMPANY PROFILES
- 10.2.1. AMCOR PLC
- 10.2.1.1. COMPANY OVERVIEW
- 10.2.1.2. PRODUCTS
- 10.2.1.3. STRENGTHS & CHALLENGES
- 10.2.2. BERRY GLOBAL GROUP INC
- 10.2.2.1. COMPANY OVERVIEW
- 10.2.2.2. PRODUCTS
- 10.2.2.3. STRENGTHS & CHALLENGES
- 10.2.3. CCL INDUSTRIES INC
- 10.2.3.1. COMPANY OVERVIEW
- 10.2.3.2. PRODUCTS
- 10.2.3.3. STRENGTHS & CHALLENGES
- 10.2.4. CONSTANTIA FLEXIBLES
- 10.2.4.1. COMPANY OVERVIEW
- 10.2.4.2. PRODUCTS
- 10.2.4.3. STRENGTHS & CHALLENGES
- 10.2.5. COVERIS
- 10.2.5.1. COMPANY OVERVIEW
- 10.2.5.2. PRODUCTS
- 10.2.5.3. STRENGTHS & CHALLENGES
- 10.2.6. DS SMITH
- 10.2.6.1. COMPANY OVERVIEW
- 10.2.6.2. PRODUCTS
- 10.2.6.3. STRENGTHS & CHALLENGES
- 10.2.7. GLENROY INC
- 10.2.7.1. COMPANY OVERVIEW
- 10.2.7.2. PRODUCTS
- 10.2.7.3. STRENGTHS & CHALLENGES
- 10.2.8. GRAPHIC PACKAGING INTERNATIONAL LLC
- 10.2.8.1. COMPANY OVERVIEW
- 10.2.8.2. PRODUCTS
- 10.2.8.3. STRENGTHS & CHALLENGES
- 10.2.9. HUHTAMAKI
- 10.2.9.1. COMPANY OVERVIEW
- 10.2.9.2. PRODUCTS
- 10.2.9.3. STRENGTHS & CHALLENGES
- 10.2.10. MONDI GROUP

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- 10.2.10.1. COMPANY OVERVIEW
- 10.2.10.2. PRODUCTS
- 10.2.10.3. STRENGTHS & CHALLENGES
- 10.2.11. PROAMPAC
- 10.2.11.1. COMPANY OVERVIEW
- 10.2.11.2. PRODUCTS
- 10.2.11.3. STRENGTHS & CHALLENGES
- 10.2.12. PRINTPACK
- 10.2.12.1. COMPANY OVERVIEW
- 10.2.12.2. PRODUCTS
- 10.2.12.3. STRENGTHS & CHALLENGES
- 10.2.13. SEALED AIR CORPORATION
- 10.2.13.1. COMPANY OVERVIEW
- 10.2.13.2. PRODUCTS
- 10.2.13.3. STRENGTHS & CHALLENGES
- 10.2.14. SIGMA PLASTICS GROUP
- 10.2.14.1. COMPANY OVERVIEW
- 10.2.14.2. PRODUCTS
- 10.2.14.3. STRENGTHS & CHALLENGES
- 10.2.15. SONOCO PRODUCTS COMPANY
- 10.2.15.1. COMPANY OVERVIEW
- 10.2.15.2. PRODUCTS
- 10.2.15.3. STRENGTHS & CHALLENGES

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