

Flexible Plastic Packaging Market by Packaging Type (Pouche, Rollstock, Bag, Films & Wraps), Material (Plastics, Aluminium Foils), Printing Technology (Flexography, Rotogravure, Digital Printing), Application, and Region - Global Forecast to 2029

Market Report | 2024-11-28 | 375 pages | MarketsandMarkets

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Report description:

The market for flexible plastic packaging is projected to reach USD 257.58 billion by 2029 from USD 207.93 billion in 2024, at a CAGR of 4.4% during the forecast period. The flexible plastic packaging market has continued to grow with drivers such as convenience, economy, and sustainability. It is lightweight and flexible, making the plastic packaging material suitable for a wide diversity of products, ranging from food to beverage to personal care. Innovative flexibility in plastic packaging resulted in more smart and active elements, such as embedded sensors and oxygen scavengers, which make the product stay fresher and safer for longer. High-barrier films improve moisture and oxygen resistance, and smart packaging allows for interactive consumer engagement with technologies such as QR codes, NFC tags, and sensors. These developments help consumers gain access to critical information, track freshness, and detect tampering, which all significantly add value to the experience of packaging. These factors are driving the growth of the flexible plastic packaging market.

"Flexography is the largest segment in the flexible plastic packaging market by printing technology"

Flexography holds a majority in the printing technology segment of the flexible plastic packaging market due to its versatility and efficiency for printing high-quality prints on various substrates. One of the main driving forces for flexographic printing growth is the expanding demand for sustainable packaging. Flexographic printing advantages include high-speed production, versatility across multiple substrates, cost-effective for large runs, quality prints, environmental benefits through eco-friendly inks, flexibility in customization, minimal generation of waste, and possible streamlining of productions by using in-line finishing processes.

Flexography has adapted to demands for environmental considerations by using water-based inks and UV-LED curing systems, instead of energy-intensive dryers which save on energy and eliminate VOCs. This has ensured that flexographic printing remains at the forefront in the flexible plastic packaging market and continues growing.

"Food is the largest segment by applications in the flexible plastic packaging market"

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The evolution of consumer lifestyle demanding convenience, ready-to-eat meals, and on-the-go snacks calls for flexible plastic packaging. It is a solution to meet the needs of this change, driving market growth in the food industry through extended shelf life and ensured food safety, preservation of quality, cost-efficient approaches, improved customer convenience, and innovations in design for better product presentation. The Food and Agriculture Organization of the United Nations asserts that global food production needs to surge by 70% to 2050. Hitting such high demand calls for perpetual innovation and growth in the food sector, especially in flexible plastic packaging solutions that can enhance product preservation, safety, and convenience. Recent advancements like Modified atmosphere packaging (MAP) can be defined as the enclosure of the food product in a package in which the percentage of the three principal gases (CO₂, O₂, and N₂) is modified to provide an optimal atmosphere for retarding microbiological growth and deteriorative chemical processes. On the whole, the factors of convenience, sustainability, and improved preservation of product give rise to the food application segment dominating the market.

Extensive primary interviews were conducted to determine and verify the market size for several segments and sub-segments and the information gathered through secondary research.

The break-up of primary interviews is given below:

-□By Department: Sales/Export/Marketing: 54%, Production: 23%, and CXOs: 23%

-□By Designation: C Level: 54%, Director Level: 28%, and Others: 18%

-□By Region: North America: 38%, Europe: 32%, Asia Pacific: 30%

Amcor plc (Australia), Berry Global Inc. (US), Sonoco Products Company (US), Constantia Flexibles (Austria), Huhtamaki Oyj (Finland), Mondi (UK), Sealed Air (US), Transcontinental Inc. (Canada), CCL Industries (Canada), Coveris (Austria), and Bischof+Klein SE & Co. KG (Germany) among others are some of the key players in the flexible plastic packaging market.

The study includes an in-depth competitive analysis of these key players in the authentication and brand protection market, with their company profiles, recent developments, and key market strategies.

Research Coverage

The market study covers the flexible plastic packaging market across various segments. It aims to estimate the market size and the growth potential of this market across different segments based on packaging type, material, printing technology, application, and region. The study also includes an in-depth competitive analysis of key players in the market, their company profiles, key observations related to their products and business offerings, recent developments undertaken by them, and key growth strategies adopted by them to improve their position in the flexible plastic packaging market.

Key Benefits of Buying the Report

The report is expected to help the market leaders/new entrants in this market share the closest approximations of the revenue numbers of the overall flexible plastic packaging market and its segments and sub-segments. This report is projected to help stakeholders understand the competitive landscape of the market, gain insights to improve the position of their businesses and plan suitable go-to-market strategies. The report also aims to help stakeholders understand the pulse of the market and provides them with information on the key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (Cost-effectiveness and increased product shelf life, Rising demand from end-use industries and increasing e-commerce sales, and Rising concerns toward sustainability), restraints (Stringent regulations and high cost of raw biodegradable material, Lack of efficient recycling infrastructure, and Rising prices of raw materials), opportunities (Implementing sustainable packaging solutions to meet growing consumer demand and preference, and Better substitute for traditional packaging materials), challenges (Constant pressure to innovate and improve to meet ever-changing customer demands and Recyclability of plastics).
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the flexible plastic packaging market
- Market Development: Comprehensive information about lucrative markets - the report analyses the flexible plastic packaging market across varied regions
- Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the flexible plastic packaging market
- Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like

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