

Flexible Packaging Market by Packaging Type (Pouches, bags, roll stock, films & wraps), Printing Technology (Flexography, Rotogravure, Digital Printing), Application, Material (Paper, Plastic, Metal), and Region - Global Forecast to 2029

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Report description:

The market for flexible packaging is approximated to be USD 291.56 billion in 2024, and it is projected to reach USD 368.82 billion by 2029 at a CAGR of 4.8%. The five types of packaging include pouches, bags, roll stocks, films and wraps, and others. Pouches are the most leading type in flexible packaging, representing the largest market share. Key advantages of pouches are low weight, reusability, vacuum sealing, and a low package-to-product ratio. In the food and beverage industry, the demand for pouches is at the highest because it finds applications to pack items like tea, coffee, milk, ketchup, and many others.

By Packaging Type, Pouches accounted for the highest CAGR during the forecast period

Flexible pouch-based packaging is widely used in the food and beverage sector for packaging milk, tea, coffee, ketchup, etc. Pouches are also a favorite for bulk coffee or for foods such as dried/smoked meats. They are easy to use, can be heat sealed, and they are available in handy sizes and formats. The reasons for their popularity in the food and beverage sector are excellent properties, such as low weight, reusability, vacuum sealing, and a low package-to-product ratio.

By Material, Plastic accounted for the highest CAGR during the forecast period

Flexible packaging products are produced from raw materials such as paper, plastic, and metal. Plastic flexible packaged items like pouches and films are used to pack all kinds of products, from soaps, detergents, snacks, namkeen, ketchup, chocolates, candies to other food items. Flexible plastic packaging grows much faster than rigid plastic packaging, which not only serves multiple purposes, extending shelf life, ensuring food safety, and providing sufficient barrier protection against heat, pathogens, and other external factors.

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By End Use Industry, Personal care and cosmetics accounted for the highest CAGR during the forecast period. Flexible packaging offers solutions to the beauty industry that are appealing for educated, eco-conscious consumers. Also, its airtight design provides a sturdy protective barrier that helps in maintaining the freshness of powders, gels and oils sold by personal care and cosmetics companies. Flexible packaging products are used in a variety of items, such as soaps, cosmetics and perfumes, in addition to facial tissues and napkins.

By Printing Technology, Flexography accounted for the highest CAGR during the forecast period. Flexography is commonly used in flexible packaging printing. The process in flexography includes image preparation, plate making, printing, and finishing. What sets flexography apart from all other printing processes is the use of plates that are made from flexible materials including plastic, rubber, and UV-sensitive polymer. Flexography inks are low in viscosity which dries fast, hence the whole process is hastened, speeding up the production process and saving costs in production.

APAC is projected to account for the highest CAGR in the flexible packaging market during the forecast period. The Asia Pacific region, including India, China, Japan, Australia, South Korea, and the rest of Asia Pacific, is the fastest growing region in the flexible packaging market. In India, China, and Japan, this market has been expected to grow drastically because of the increased development activities and fast economic expansion happening in these countries. Additionally, the upward trend for rising urbanization in these countries leads to a large customer base for food, beverages, and FMCG products, which contributes to market growth during the forecast period.

- By Company Type: Tier 1: 40%, Tier 2: 25%, Tier 3: 35%

- By Designation: C Level: 35%, Director Level: 30%, Others: 35%

- By Region: North America: 25%, Europe: 20%, Asia Pacific: 45%, Middle East & Africa: 5%, and South America: 5%.

Companies Covered:

Companies Covered: Amcor Plc (Australia), Berry Global Group Inc. (US), Sonoco Products Company (US), MONDI (UK), Sealed Air (US), Huhtamaki Oyj (Finland), Constantia Flexibles (Austria), Transcontinental Inc. (Canada) are some key players in Flexible Packaging Market.

Research Coverage

The market study covers the flexible packaging market across various segments. It aims to estimate the market size and the growth potential of this market across different segments based on type, application, end-use industry, 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 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 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, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (growing demand from E-commerce growth), restraints (Non-availability of efficient recycling infrastructure), opportunities (Growing demand for sustainable packaging), and challenges (Rapid changes in technologies) influencing the growth of the flexible packaging market.
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the flexible packaging market
- Market Development: Comprehensive information about profitable markets - the report analyses the flexible packaging market across varied regions

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- Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the flexible packaging market
- Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like as Amcor Plc (Australia), Berry Global Group Inc. (US), Smurfit WestRock (Ireland), Sonoco Products Company (US), MONDI (UK), Sealed Air (US), Huhtamaki Oyj (Finland), Constantia Flexibles (Austria), Transcontinental Inc. (Canada) and among others in the flexible packaging market. The report also helps stakeholders understand the pulse of the flexible packaging market and provides them with information on key market drivers, restraints, challenges, and opportunities.

Table of Contents:

1	INTRODUCTION	36
1.1	STUDY OBJECTIVES	36
1.2	MARKET DEFINITION	36
1.3	STUDY SCOPE	37
1.3.1	MARKETS COVERED AND REGIONAL SCOPE	37
1.3.2	INCLUSIONS AND EXCLUSIONS	38
1.3.3	YEARS CONSIDERED	38
1.4	CURRENCY CONSIDERED	39
1.5	UNIT CONSIDERED	39
1.6	STAKEHOLDERS	39
1.7	SUMMARY OF CHANGES	39
2	RESEARCH METHODOLOGY	40
2.1	RESEARCH DATA	40
2.1.1	SECONDARY DATA	41
2.1.1.1	List of key secondary sources	41
2.1.1.2	Key data from secondary sources	42
2.1.2	PRIMARY DATA	42
2.1.2.1	Key data from primary sources	42
2.1.2.2	Key industry insights	43
2.1.2.3	Breakdown of interviews with experts	43
2.2	MARKET SIZE ESTIMATION	44
2.2.1	BOTTOM-UP APPROACH	44
2.2.2	TOP-DOWN APPROACH	45
2.3	DATA TRIANGULATION	46
2.4	FACTOR ANALYSIS	47
2.5	RESEARCH ASSUMPTIONS	47
2.6	RESEARCH LIMITATIONS	48
2.7	RISK ASSESSMENT	48
3	EXECUTIVE SUMMARY	49
4	PREMIUM INSIGHTS	53
4.1	ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN FLEXIBLE PACKAGING MARKET	53
4.2	FLEXIBLE PACKAGING MARKET, BY MATERIAL	53
4.3	FLEXIBLE PACKAGING MARKET, BY PACKAGING TYPE	54
4.4	FLEXIBLE PACKAGING MARKET, BY PRINTING TECHNOLOGY	54
4.5	FLEXIBLE PACKAGING MARKET, BY APPLICATION	55
4.6	ASIA PACIFIC FLEXIBLE PACKAGING MARKET, BY REGION AND APPLICATION	55
4.7	FLEXIBLE PACKAGING MARKET, BY KEY COUNTRY	56
5	MARKET OVERVIEW	57

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5.1	INTRODUCTION	57
5.2	MARKET DYNAMICS	57
5.2.1	DRIVERS	58
5.2.1.1	Growth of E-commerce platform	58
5.2.1.2	Cost-effectiveness and enhanced product shelf life	58
5.2.1.3	Rising demand for disposable packaging from end-use industries	59
5.2.1.4	Growing concerns toward sustainability	59
5.2.2	RESTRAINTS	60
5.2.2.1	Non-availability of efficient recycling infrastructure	60
5.2.2.2	Surge in raw material price	60
5.2.3	OPPORTUNITIES	61
5.2.3.1	Growing demand for sustainable packaging	61
5.2.3.2	Preference for flexible packaging over traditional packaging	61
5.2.4	CHALLENGES	61
5.2.4.1	Rapid technological advancements hampering sale of traditional packaging	61
5.2.4.2	Supply chain disruptions	61
5.3	TRENDS & DISRUPTIONS IMPACTING CUSTOMER BUSINESS	62
5.4	PRICING ANALYSIS	64
5.4.1	AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY MATERIAL	64
5.4.2	AVERAGE SELLING PRICE TREND, BY REGION	64
5.5	VALUE CHAIN ANALYSIS	65
5.6	ECOSYSTEM ANALYSIS	67
5.7	TECHNOLOGY ANALYSIS	69
5.7.1	KEY TECHNOLOGIES	69
5.7.1.1	Various printing methods for flexible products	69
5.7.1.2	Form Fill Seal machine for flexible packaging	69
5.7.2	COMPLEMENTARY TECHNOLOGIES	70
5.7.2.1	Stretchable paper for novel paper applications	70
5.7.2.2	Edible and biodegradable packaging	70
5.7.3	ADJACENT TECHNOLOGIES	70
5.7.3.1	Packaging automation	70
5.8	IMPACT OF GEN AI/AI ON FLEXIBLE PACKAGING MARKET	71
5.9	PATENT ANALYSIS	72
5.9.1	INTRODUCTION	72
5.9.2	METHODOLOGY	72
5.9.3	FLEXIBLE PACKAGING MARKET, PATENT ANALYSIS	72
	?	
5.10	TRADE ANALYSIS	77
5.10.1	EXPORT SCENARIO (HS CODE 3920)	77
5.10.2	IMPORT SCENARIO (HS CODE 3920)	78
5.10.3	EXPORT SCENARIO (HS CODE 48)	78
5.10.4	IMPORT SCENARIO (HS CODE 48)	79
5.11	KEY CONFERENCES AND EVENTS IN 2024-2025	79
5.12	TARIFF AND REGULATORY LANDSCAPE	80
5.12.1	REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	80

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5.12.2	REGULATIONS IN FLEXIBLE PACKAGING MARKET	86
5.12.2.1	The Fair Packaging and Labeling Act (FPLA) (US)	86
5.12.2.2	Packaging and Packaging Waste Directive (94/62/EC) (EU)	86
5.12.2.3	Essential Requirements for Packaging (EN 13427, EN 13428)	86
5.12.2.4	New EU Packaging Regulation (PPWR)	86
5.12.3	AVERAGE TARIFF RATES	87
5.13	PORTER'S FIVE FORCES ANALYSIS	88
5.13.1	THREAT OF NEW ENTRANTS	89
5.13.2	THREAT OF SUBSTITUTES	89
5.13.3	BARGAINING POWER OF BUYERS	89
5.13.4	BARGAINING POWER OF SUPPLIERS	90
5.13.5	INTENSITY OF COMPETITIVE RIVALRY	90
5.14	KEY STAKEHOLDERS AND BUYING CRITERIA	91
5.14.1	KEY STAKEHOLDERS IN BUYING PROCESS	91
5.14.2	BUYING CRITERIA	92
5.15	CASE STUDY ANALYSIS	93
5.15.1	PAPERPAK PARTNERS WITH KATHMANDU FOR BIODEGRADABLE AND COMPOSTABLE SOLUTIONS	93
5.15.2	PAPERPAK'S REFINED BAG FOR HARPER, INC. TO MEET SUSTAINABILITY DEMAND	93
5.15.3	AMCOR'S 30% RECYCLED CONTENT PACKAGING REDUCES VIRGIN PLASTIC USAGE	94
5.16	MACROECONOMIC INDICATORS	94
5.16.1	INTRODUCTION	94
5.16.2	GDP TRENDS AND FORECASTS	94
5.17	INVESTMENT AND FUNDING SCENARIO	95
6	FLEXIBLE PACKAGING MARKET, BY MATERIAL	97
6.1	INTRODUCTION	98
6.2	PLASTIC	99
6.2.1	MOST WIDELY USED MATERIAL IN FLEXIBLE PACKAGING	99
6.3	PAPER	101
6.3.1	PROVIDES CONVENIENT STORAGE AND FUNCTIONAL PACKAGING	101
6.4	METAL	102
6.4.1	EFFECTIVE BARRIER AGAINST MOISTURE, ENHANCING SHELF LIFE OF PRODUCTS	102
7	FLEXIBLE PACKAGING MARKET, BY PACKAGING TYPE	105
7.1	INTRODUCTION	106
7.2	POUCHES	107
7.2.1	ECONOMICAL AND HEAT-SEALABLE WITH EFFICIENT PACKAGING	107
7.3	BAGS	109
7.3.1	WIDELY USED IN PROCESSED FOOD PACKAGING	109
7.4	ROLLSTOCK	111
7.4.1	DESIGNED TO INCREASE SHELF LIFE AND TRANSPARENCY	111
7.5	FILMS & WRAPS	113
7.5.1	RIISING DEMAND DUE TO INCREASING ONLINE SALES AND E-COMMERCE	113
7.6	OTHER PACKAGING TYPES	114
8	FLEXIBLE PACKAGING MARKET, BY PRINTING TECHNOLOGY	117

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8.1	INTRODUCTION	118
8.2	FLEXOGRAPHY	119
8.2.1	WIDELY USED IN IMAGE PRINTING AND PLATE MAKING	119
8.3	ROTOGRAVURE	120
8.3.1	PROVIDES HIGH-QUALITY PRINT WITH FINE IMAGES	120
8.4	DIGITAL PRINTING	120
8.4.1	REDUCES ENVIRONMENTAL IMPACT AND MINIMIZES WASTE	120
8.5	OTHER PRINTING TECHNOLOGIES	120
9	FLEXIBLE PACKAGING MARKET, BY APPLICATION	122
9.1	INTRODUCTION	123
9.2	FOOD	125
9.2.1	RISING UTILIZATION OF CONVENIENCE FOODS TO BOOST MARKET	125
9.3	BEVERAGES	126
9.3.1	SHIFT IN CONSUMER PREFERENCE TO DRIVE MARKET	126
9.4	PHARMACEUTICAL & HEALTHCARE	128
9.4.1	RISE IN DEMAND FOR PHARMACEUTICAL PRODUCTS TO DRIVE MARKET	128
9.5	PERSONAL CARE & COSMETICS	130
9.5.1	AFFORDABLE SMALL-SIZE PACKAGING TO BOOST DEMAND	130
9.6	OTHER APPLICATIONS	131
?		
10	FLEXIBLE PACKAGING MARKET, BY REGION	133
10.1	INTRODUCTION	134
10.2	ASIA PACIFIC	141
10.2.1	CHINA	148
10.2.1.1	Growth of e-commerce industry to drive market	148
10.2.2	INDIA	152
10.2.2.1	High demand from organized retail and e-commerce sectors to drive market	152
10.2.3	JAPAN	156
10.2.3.1	Rapid urbanization and evolving consumer demands to drive market	156
10.2.4	SOUTH KOREA	160
10.2.4.1	Evolving lifestyles and increasing retail food sales to drive market	160
10.2.5	REST OF ASIA PACIFIC	164
10.3	NORTH AMERICA	168
10.3.1	US	175
10.3.1.1	Established e-commerce platforms to propel growth	175
10.3.2	CANADA	179
10.3.2.1	Rising demand from food & beverage industries to drive market	179
10.3.3	MEXICO	183
10.3.3.1	Dominance of major e-commerce platforms to drive market	183
10.4	EUROPE	187
10.4.1	GERMANY	194
10.4.1.1	Thriving food & beverage sector to boost demand for portable packaging products	194
10.4.2	UK	198
10.4.2.1	Adoption of sustainable packaging initiatives to drive market	198
10.4.3	FRANCE	202
10.4.3.1	Expansion of food and pharmaceutical industries to drive market	202

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10.4.4	ITALY	206
10.4.4.1	Growth of agri-food and cosmetics industries to boost demand for pouches and vacuum-sealed bags	206
10.4.5	SPAIN	210
10.4.5.1	Evolving consumer preferences for convenience and ready-to-eat meals to drive demand for sustainable packaging	210
10.4.6	RUSSIA	214
10.4.6.1	Surge in demand for frozen foods and beverages to drive market	214
10.4.7	REST OF EUROPE	218
10.5	MIDDLE EAST & AFRICA	222
10.5.1	GCC COUNTRIES	229
10.5.1.1	Saudi Arabia	233
10.5.1.1.1	Growing number of e-commerce businesses to drive market	233
	?	
10.5.1.2	UAE	237
10.5.1.2.1	Pressing need for leakproof and biodegradable base oils to drive market	237
10.5.1.3	Rest of GCC countries	241
10.5.2	SOUTH AFRICA	245
10.5.2.1	Expansion of food & beverage and pharmaceutical industries to boost market	245
10.5.3	REST OF MIDDLE EAST & AFRICA	249
10.6	SOUTH AMERICA	253
10.6.1	BRAZIL	260
10.6.1.1	Rapid economic growth to boost demand for innovative packaging options	260
10.6.2	ARGENTINA	264
10.6.2.1	Rising demand for food packaging to drive market	264
10.6.3	REST OF SOUTH AMERICA	268
11	COMPETITIVE LANDSCAPE	273
11.1	OVERVIEW	273
11.2	KEY PLAYER STRATEGIES	273
11.3	MARKET SHARE ANALYSIS	276
11.3.1	MARKET RANKING ANALYSIS	277
11.4	REVENUE ANALYSIS	279
11.5	COMPANY VALUATION AND FINANCIAL METRICS	280
11.6	PRODUCT/BRAND COMPARISON ANALYSIS	281
11.7	COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023	282
11.7.1	STARS	282
11.7.2	EMERGING LEADERS	282
11.7.3	PERVASIVE PLAYERS	282
11.7.4	PARTICIPANTS	282
11.7.5	COMPANY FOOTPRINT: KEY PLAYERS, 2023	284
11.7.5.1	Company footprint	284
11.7.5.2	Region footprint	285
11.7.5.3	Packaging type footprint	286
11.7.5.4	Application footprint	287
11.7.5.5	Material footprint	288
11.7.5.6	Printing technology footprint	289
11.8	COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023	289
11.8.1	PROGRESSIVE COMPANIES	289

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11.8.2	RESPONSIVE COMPANIES	289
11.8.3	DYNAMIC COMPANIES	290
11.8.4	STARTING BLOCKS	290
	?	
11.8.5	COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2023	291
11.8.5.1	Detailed list of key startups/SMEs	291
11.8.5.2	Competitive benchmarking of key startups/SMEs	292
11.9	COMPETITIVE SCENARIO AND TRENDS	294
11.9.1	PRODUCT LAUNCHES	294
11.9.2	DEALS	303
11.9.3	EXPANSIONS	319
12	COMPANY PROFILES	328
12.1	KEY PLAYERS	328
12.1.1	AMCOR PLC	328
12.1.1.1	Business overview	328
12.1.1.2	Products/Solutions/Services offered	329
12.1.1.3	Recent developments	331
12.1.1.3.1	Product launches	331
12.1.1.3.2	Deals	333
12.1.1.3.3	Expansions	335
12.1.1.4	MnM view	336
12.1.1.4.1	Right to win	336
12.1.1.4.2	Strategic choices	336
12.1.1.4.3	Weaknesses & competitive threats	336
12.1.2	BERRY GLOBAL INC.	337
12.1.2.1	Business overview	337
12.1.2.2	Products/Solutions/Services offered	338
12.1.2.3	Recent developments	340
12.1.2.3.1	Product launches	340
12.1.2.3.2	Deals	341
12.1.2.3.3	Expansions	344
12.1.2.4	MnM view	346
12.1.2.4.1	Right to win	346
12.1.2.4.2	Strategic choices	346
12.1.2.4.3	Weaknesses & competitive threats	347
12.1.3	WESTROCK COMPANY	348
12.1.3.1	Business overview	348
12.1.3.2	Products/Solutions/Services offered	350
12.1.3.3	Recent developments	351
12.1.3.3.1	Product launches	351
12.1.3.3.2	Deals	351
12.1.3.3.3	Expansions	353
	?	
12.1.3.4	MnM view	353
12.1.3.4.1	Right to win	353
12.1.3.4.2	Strategic choices	353
12.1.3.4.3	Weaknesses and competitive threats	353

12.1.4	SMURFIT KAPPA GROUP	354
12.1.4.1	Business overview	354
12.1.4.2	Products/Solutions/Services offered	356
12.1.4.3	Recent developments	357
12.1.4.3.1	Product launches	357
12.1.4.3.2	Deals	357
12.1.4.3.3	Expansions	358
12.1.4.4	MnM view	359
12.1.4.4.1	Right to win	359
12.1.4.4.2	Strategic choices	359
12.1.4.4.3	Weaknesses and competitive threats	359
12.1.5	SONOCO PRODUCTS COMPANY	360
12.1.5.1	Business overview	360
12.1.5.2	Products/Solutions/Services offered	361
12.1.5.3	Recent developments	362
12.1.5.3.1	Product launches	362
12.1.5.3.2	Deals	363
12.1.5.3.3	Expansions	364
12.1.5.4	MnM view	364
12.1.5.4.1	Right to win	364
12.1.5.4.2	Strategic choices	365
12.1.5.4.3	Weaknesses and competitive threats	365
12.1.6	MONDI	366
12.1.6.1	Business overview	366
12.1.6.2	Products/Solutions/Services offered	367
12.1.6.3	Recent developments	368
12.1.6.3.1	Product launches	368
12.1.6.3.2	Deals	371
12.1.6.3.3	Expansions	375
12.1.6.4	MnM view	377
12.1.6.4.1	Right to win	377
12.1.6.4.2	Strategic choices	377
12.1.6.4.3	Weakness and competitive threats	378
12.1.7	SEALED AIR	379
12.1.7.1	Business overview	379
12.1.7.2	Products/Solutions/Services offered	380
12.1.7.3	Recent developments	381
12.1.7.3.1	Product launches	381
12.1.7.3.2	Deals	382
12.1.7.3.3	Expansions	383
12.1.7.4	MnM view	383
12.1.8	HUHTAMAKI OYJ	385
12.1.8.1	Business overview	385
12.1.8.2	Products/Solutions/Services offered	386
12.1.8.3	Recent developments	388
12.1.8.3.1	Product launches	388
12.1.8.3.2	Deals	389

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12.1.8.3.3	Expansions	391
12.1.8.4	MnM view	391
12.1.8.4.1	Right to win	391
12.1.8.4.2	Strategic choices	392
12.1.8.4.3	Weaknesses and competitive threats	392
12.1.9	CONSTANTIA FLEXIBLES	393
12.1.9.1	Business overview	393
12.1.9.2	Products/Solutions/Services offered	394
12.1.9.3	Recent developments	395
12.1.9.3.1	Product launches	395
12.1.9.3.2	Deals	397
12.1.9.3.3	Expansions	399
12.1.9.4	MnM view	400
12.1.10	TRANSCONTINENTAL INC.	401
12.1.10.1	Business overview	401
12.1.10.2	Products/Solutions/Services offered	402
12.1.10.3	Recent developments	403
12.1.10.3.1	Product launches	403
12.1.10.3.2	Deals	404
12.1.10.3.3	Expansions	405
12.1.10.4	MnM view	405
12.1.11	BISCHOF+KLEIN SE & CO. KG	406
12.1.11.1	Business overview	406
12.1.11.2	Products/Solutions/Services offered	406
12.1.11.3	Recent developments	407
12.1.11.3.1	Deals	408
12.1.11.3.2	Expansions	409
12.1.11.4	MnM view	409
12.2	OTHER PLAYERS	410
12.2.1	DS SMITH	410
12.2.2	PROAMPAC	411
12.2.3	UFLEX LIMITED	412
12.2.4	NOVOLEX	413
12.2.5	SILAFRICA	414
12.2.6	ALUFLEXPACK AG	415
12.2.7	PPC FLEX COMPANY, INC.	416
12.2.8	PRINTPACK, INC.	417
12.2.9	NOVUS HOLDINGS LTD.	418
12.2.10	AHLSTROM	419
12.2.11	WIHURI GROUP	420
12.2.12	C-P FLEXIBLE PACKAGING	421
12.2.13	COSMO FILMS	422
12.2.14	GUALA PACK S.P.A.	423
13	ADJACENT & RELATED MARKET	424
13.1	INTRODUCTION	424
13.2	FLEXIBLE PLASTIC PACKAGING MARKET	424
13.2.1	MARKET DEFINITION	424

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13.2.2	MARKET OVERVIEW	424
13.2.3	FLEXIBLE PLASTIC PACKAGING MARKET, BY APPLICATION	424
13.2.4	FLEXIBLE PLASTIC PACKAGING MARKET, BY MATERIAL	426
13.2.5	FLEXIBLE PLASTIC PACKAGING MARKET, BY PACKAGING TYPE	428
13.2.6	FLEXIBLE PLASTIC PACKAGING MARKET, BY PRINTING TECHNOLOGY	430
13.2.7	FLEXIBLE PLASTIC PACKAGING MARKET, BY REGION	431
14	APPENDIX	433
14.1	DISCUSSION GUIDE	433
14.2	KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL	437
14.3	CUSTOMIZATION OPTIONS	439
14.4	RELATED REPORTS	439
14.5	AUTHOR DETAILS	440

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