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Pouches

US Industry Study with Forecasts for **2018 & 2023**

Study #3157 | April 2014 | $5200 | 342 pages

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Pouches

Industry Study with Forecasts for ***2018 & 2023***

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Pouches

Industry Study with Forecasts for ***2018 & 2023***

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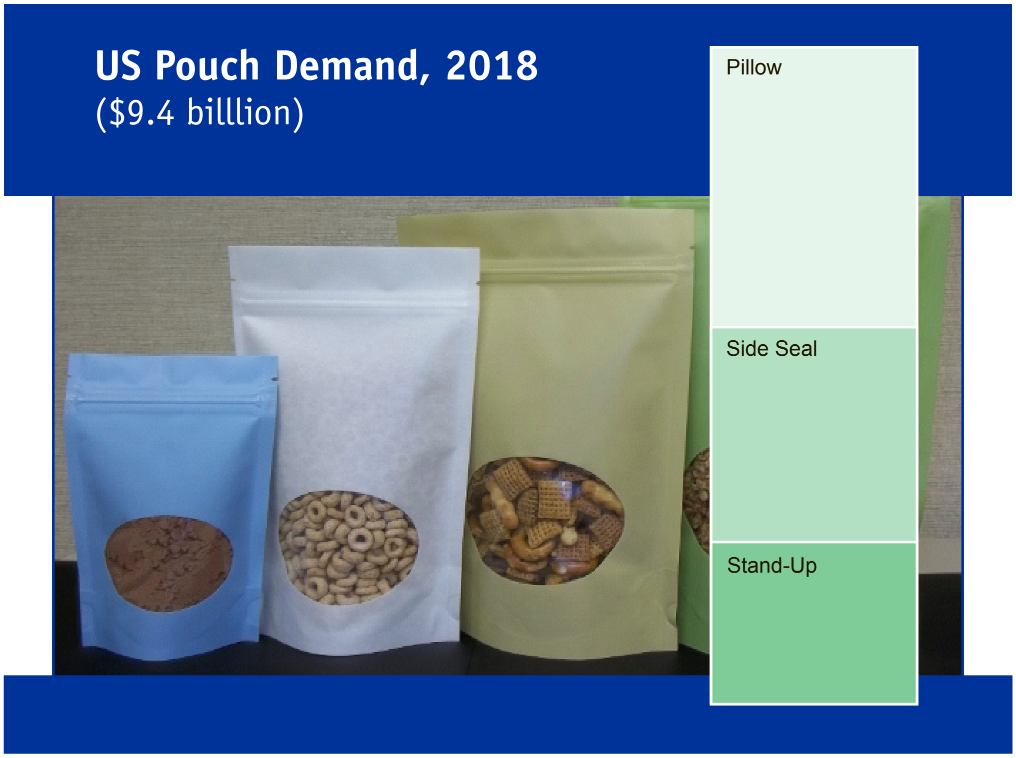
Growth will be fueled by continued solid opportunities for stand-up pouches stemming from functional, sustainability, and marketing advantages over alternative packaging media.

US demand to rise 4.6% annually through 2018

Demand for pouches in the US is projected to increase 4.6 percent per year to $9.4 billion in 2018. Growth will be fueled by continued solid opportunities for stand-up pouches stemming from functional, sustainability, and marketing advantages over alternative packaging media. Overall pouch unit demand is expected to expand 2.7 percent yearly to 92 billion. Advantages of superior aesthetic appeal, portability, light weight, reduced material use, and significantly lower shipping costs relative to rigid containers will foster strong acceptance in a broad range of consumer packaged goods uses.



Stand-up pouches to remain a major growth segment

Stand-up pouches will remain a major growth segment in the overall packaging industry, with demand forecast to expand 6.5 percent annually to $2.4 billion in 2018. Advances will reflect rising interest among packaged goods companies based on cost savings due to lighter weight and lower material use compared to rigid containers. Also supporting gains will be the ability of stand-up pouches to differentiate and draw attention to products on store shelves due to their large front panel billboard space and the perception of pouches as a more contemporary packaging format than traditional container types, such as cans, bottles, and cartons.

Demand for flat pouches is forecast to increase 4.0 percent annually to $7.0 billion in 2018, driven by faster advances for four-side-seal pouches in medical and pharmaceutical markets. Four-side-seal pouches will also experience favorable growth in certain food applications such as meat, poultry, and seafood, and sauces and condiments. In addition, robust gains are anticipated in nonfood uses such as soaps and detergents due to the rising popularity of unit-of-use products packaged in dissolvable pouches. In general, however, flat pouch demand will lag increases for stand-up pouches due to already-high usage in many markets and competition from stand-up pouches.

Nonfood markets to outpace food/beverage uses

Food and beverage markets comprise the majority of pouch demand, accounting for 80 percent of the total in 2013. Through 2018, growth will be similar to the overall pouch average, with the pet food; meat, poultry, and seafood; beverage; and produce markets expected to post the fastest gains. Nonfood markets for pouches will grow more rapidly than food and beverage markets, based on the further development of new applications in consumer goods resulting from sustainability advantages and strong opportunities for dissolvable pouches for laundry detergents.

Pouches

Industry Study with Forecasts for ***2018 & 2023***

Sample Text, Table & Chart

TABLE IV-3

CANDY & SNACK MARKET FOR POUCHES
(million dollars)

Item	2003	2008	2013	2018	2023
Candy & Snack Shipments (bil $)					
$ pouches/000$ snacks					
Candy & Snack Pouch Demand					
By Type:					
Flat					
Pillow					
Side-Seal					
Stand-Up					
By Application:					
Savory Snacks					
Candy & Confections					
Bakery Snacks					
Nuts & Dried Fruit					
Other Snacks					
% candy & snacks					
Total Food/Beverage Pouch Demand					

SAMPLE TABLE

FOOD & BEVERAGE PACKAGING

Pouch Demand

Demand for pouches used to package beverages is forec
increase ... million in 2018. Advar
based on ... nto rigid container appl
markets ... drinks, wine, distilled s
premixe ... of spout fitments that er
ability a ... ng will support wider u
pouches ... tinued use of pouches i
as a packa ... d fruit drink market, whi
predominant application for beverage pouches. However, be
age growth will be based on the maturity of pouches in juices
drinks, marginal increases in the 5-14-year-old population, li
product development activity in the fruit drink market, and c
tion from alternatives including small bottles and aseptic cart
beverages were the first mainstream application for pouches
and were also the most visible stand-up pouch application prior to the late 1990s, when pouches began to find use in numerous other food uses. In contrast, robust growth from a relatively small base is expected for pouches for beverages other than juices and fruit drinks.

SAMPLE TEXT

Pouches offer a number of advantages over rigid beverage containers, including lighter weight, portability, and less material consumption. The reduced weight and ability to be shipped flat also result in substantially reduced shipping costs and a lower environmental footprint compared to bottles and cans. In addition, pouches are frequently used to differentiate a beverage product from competitive products using more familiar containers such as bottles and cartons. In some appl
pouches can serve as a complementary alternative to bottles
rather than an outright replacement. Improvements in line s
also increase the cost effectiveness of pouches in high volum
tions. Stand-up pouches account for nearly all pouch demand
beverage market, although pillow and side-seal pouches hav

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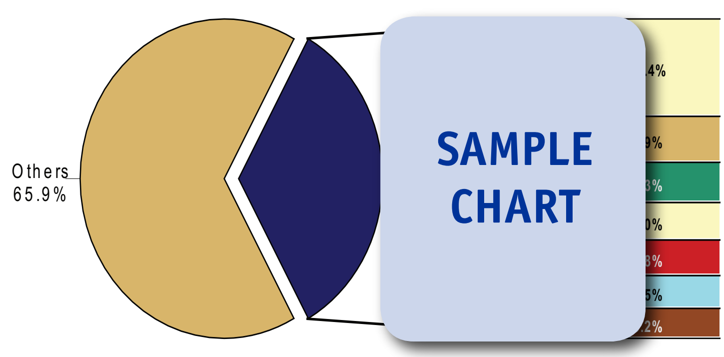
CHART VI-1

US MERCHANT POUCH MARKET SHARE, 2013
($1.7 billion)



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Sample Profile, Table & Forecast

TABLE V-3

MEDICAL & PHARMACEUTICAL MARKET FOR POUCHES (million dollars)

Item	2003	2008	2013	2018	2023
Medical/Pharmaceutical Shpts (bil $)					
$ pouches/000$ med & pharma					
Medical & Pharmaceutical Pouches					
By Application:					
Pharmaceuticals					
Medical Supplies & Instruments					
By Type:					
Flat					
Four-Side-Seal					
Three-Side-Seal & Pillow					
Stand-Up					
% medical & pharmaceutical					
Total Nonfood Pouch Demand					

SAMPLE TABLE

COMPANY PROFILES

Multifilm Packaging Corporation
1040 North McLean Boulevard
Elgin, IL 6012
847-695-7600
http://www.m

Annual Sales:
Employment:

Key Products:

SAMPLE PROFILE

Multifilm [...] cer of flexible packaging for the North American food, beverage, and confectionary markets. The privately held company operates a 78,000 square foot plant in Elgin, Illinois.

The Company is involved in the US pouch industry through the manufacture of films and laminates for pouches, which are typically used to package such products as confections, snacks, coffee, dry foods, and beverage mixes. Multifilm Packaging's films and laminations are suitable for vertical and horizontal form/fill/seal (FFS) applications, and include types made from polyethylene, polyester, oriented polypropylene (OPP), and paper.

In addition to conventional films, the Company produces a range of proprietary films suitable for pouchmaking applications, including HI-Z, HI-E, N-COAT, EZ TEAR, and SUPERSEAL types. HI-Z and HI-E pouch films comprise metalized sealant webs that can be laminated to polyester and OPP. These two-ply structures feature high-barrier characteristics, and are intended as an alternative equivalent to triplex materials for vertical and horizontal FFS and stand-up pouch applications. Multifilm Packaging's N-COAT films comprise polyester

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STUDY COVERAGE

This Freedonia study, ***Pouches***, offers historical demand data for 2003, 2008 and 2013, and forecasts for 2018 and 2023 by type, feature, market, and production method. The study also considers market environment factors, details industry structure, evaluates company market share and profiles 39 industry players,

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Other Studies

Cups & Lids

US demand for cups and lids will expand 4.4 percent per year to $10.0 billion in 2018. Packaging cups will experience the fastest gains based on convenience and single-serving advantages, as well as favorable consumption trends in several key applications. Lids will outpace cups due to more drinking cups using lids and heightened demand for costlier specialty lids. This study analyzes the $8.1 billion US cup and lid industry, with forecasts for 2018 and 2023 by product and market. The study also evaluates company market share and profiles industry players.

#3174 .... July 2014 .... $5300

Pet Food Packaging

US demand for pet food packaging will rise 4.8 percent annually to $2.5 billion in 2018. Pouches will be the fastest growing packaging type based on their consumer convenience features and light weight. For small packages of dry food, pouches will continue to supplant bags. Chilled and frozen pet food will be the fastest growing application. This study analyzes the $2 billion US pet food packaging industry, with forecasts for 2018 and 2023 by packaging material, type and application. The study also evaluates company market share and profiles industry competitors.

#3170 .... July 2014 .... $5200

World Food Containers

World demand for food containers is forecast to rise 4.5 percent annually to $139 billion in 2017. While the US remains by far the world's largest user of food containers, the most significant growth will occur in India and China. Bags and pouches will remain the largest category based on their light weight, portability and convenience. This study analyzes the $111.4 billion world food container industry, with forecasts for 2017 and 2022 by product, market, world region, and for 22 countries. The study also evaluates company market share and profiles industry players.

#3124 .... February 2014 .... $6100

Produce Packaging

US demand for produce packaging is forecast to increase 3.3 percent per year to $5.7 billion in 2017. Corrugated boxes will remain the most common type, while plastic containers will grow the fastest. Fruit applications will lead gains based on more fresh-cut fruit marketed for convenience and as a healthy snack option. This study analyzes the $4.8 billion US produce packaging industry, with forecasts for 2017 and 2022 by produce packaging type, application and end user. The study also evaluates company market share and profiles industry players.

#3097 .... November 2013 .... $5100

Converted Flexible Packaging

US demand for converted flexible packaging will rise 3.0 percent annually to $18.8 billion in 2017. Pouches will be the fastest growing type of flexible packaging, based on new applications and the advantage of lighter weight that can vastly reduce both production and transport costs. The food market will continue to outpace nonfood uses. This study analyzes the $16.2 billion US converted flexible packaging industry, with forecasts for 2017 and 2022 by material, product and market. The study also evaluates company market share and profiles industry players.

#3094 .... November 2013 .... $5300

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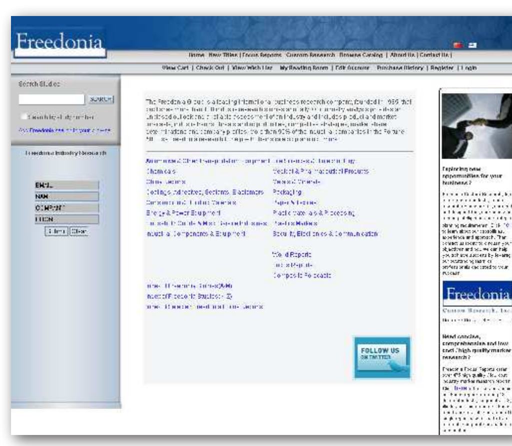

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