Flexible Packaging Markets In India

Description: Over the last decade or so, the Indian FMCG sector has been highly pro-active in expanding the market with a greater range of product categories and much deeper penetration of the urban and rural markets. Not to be left behind, the packaging industry has kept pace with the growth and demands of the brand owners in the FMCG sector through technology enhancement, investments and capacity expansion. Several global packaging companies are now present in India; a few Indian packaging companies have gone global through acquisitions and have also set up greenfield manufacturing facilities. All in all, it has been a decade of rapid growth for the Indian packaging industry and the coming decade promises to be equally good, though the recent economic slowdown may show up a trough or two in the charts.

Flexible packaging market in India has grown rapidly over the last three decades and now accounts for 29% of the consumer packaging market. Better packaging economics compared to other packaging media, product features, technology developments in high-barrier films, multi-colour printing and high speed filling lines are some of the factors that have aided flexible packaging in gaining a significant share of the consumer packaging market.

This detailed report provides a comprehensive analysis of flexible packaging for consumer markets in India and detailed forecasts to 2017-18, with break-up by package type and market segments.

This report aims to provide the reader a deep insight into the Indian flexible packaging industry and the direction in which it is headed. An attempt has been made to delineate the industry dynamics of end-user markets and packaging products.

Why this report is essential reading?

- A consolidated overview of the qualitative and quantitative dimensions of the flexible packaging sector for the Indian consumer packaging markets
- Discuss key drivers, shifts and trends in the usage of flexible packaging media
- Insights into new and emerging market segment
- Detailed demand forecasts (by value) for 2017-18 by major flexible packaging types and key applications
- Current and future trends of the flexible packaging markets in India and thereby provide strategic information for future planners
- Brief profiles of major flexible packaging converters
- Detailed description of end-use sectors and data thereof

Chapters include:

- An overview of the consumer packaging markets and market estimates for 2011-12, 2012-13 and forecasts for 2017-18 across package types and end-user segments
- Exclusive chapter on flexible packaging with complete discussion include industry structure, product types, key specifications, recent developments, key players, current market estimates and demand forecasts for 2017-18
- Profiles of the FMCG markets (end-user segments) across food, beverage and non-food sectors are included in a separate chapter.
- Appendices provide detailed listing of flexible package converters and consumer product manufacturers across key products covered in this report

Products covered include:

Flexible packaging, consumer packaging, Laminates, Laminates in reel form, pre made pouches, Co-extruded films, Filled pillow pouches, Preformed pouches, Stand-up pouches, Retort pouches , Pillow packs, unit packs
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