Antimicrobial Packaging Market by Base Material (Plastics, Biopolymer, Paperboard, Others), Antimicrobial Agents (Organic acid, Bacteriocins, Others), Technology (Controlled release, Active), Pack Type (Bags, Pouches, Others), Application - Forecast

Description: "Increasing demand from the food & beverages industry to drive the antimicrobial packaging market"
The antimicrobial packaging market size is estimated to grow from USD 7.28 billion in 2015 to USD 10.00 billion by 2021, at a CAGR of 5.54%. The antimicrobial packaging market is driven by factors such as rising concerns toward food wastage and growing consumer awareness about health-related issues.

"Controlled release packaging technology to gain maximum growth during the forecast period"
The controlled release packaging technology segment is projected to be the fastest-growing technology in the next five years. Controlled release packaging utilizes packaging as a delivery vehicle to efficiently bring the actives in specifically controlled rates over prolonged periods to the product to further improve its quality and safety. It regulates the concentration of the antimicrobial agents in products such as pharmaceutical and food at a particular targeted level, which is effective in deteriorating microbial growth kinetics and making it safe for consumption. This drives the demand for controlled release packaging.

"Asia-Pacific region set to witness healthy growth during the forecast period"
The Asia-Pacific market is projected to be the fastest growing market during the forecast period. It is also projected to have the largest market share due to increasing commercialization and increased demand for packaged goods in the region. The markets of China and India are projected to be lucrative due to their rising middle class population and rising consumer spending on products such as packed food products. The health-related benefits offered by antimicrobial packaging to various industries are also seen as a driving force of growth in this region.

Breakdown of Primaries
Primary interviews were conducted with a number of industry experts in order to collect data related to different aspects of the antimicrobial packaging market. Estimates reached after analyzing secondary sources were validated through these interviews. Primary sources included professionals such as packaging manufacturers, distributors, consultants, and academic professionals. The distribution of primary interviews is as follows:
By Company Type: Tier 1 – 40%, Tier 2 – 30%, Tier 3 – 30%
By Designation: C-level – 40%, Director level – 25%, Others* – 35%

*Others include sales managers, marketing managers, and product managers.
Note: The tier of the companies is defined on the basis of their total revenue, as of 2013.
Tier 1: Revenue > USD 10 billion; Tier 2: USD 1 billion > Revenue > USD 10 billion; Tier 3: Revenue < USD 1 billion

The various key antimicrobial packaging providers profiled in the report are as follows:
1. BASF SE (Germany)
2. The Dow Chemical Company (U.S.)
3. Mondi Plc (South Africa)
4. PolyOne Corporation (U.S.)
5. Biocote Limited (U.K.)
6. Dunmore Corporation (U.S.)
7. Linpac Senior Holdings (U.K.)
8. Microban International (U.S.)
9. Oplon Pure Sciences Ltd. (Israel)
10. Takex Labo Co. Ltd.
The report will help the market leaders/new entrants in this market in the following ways:
1. This report segments the antimicrobial packaging market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the subsegments across the different verticals and regions.
2. The report helps stakeholders to understand the market and provides them information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to better understand their competitors and gain more insights into their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, agreements, partnerships and joint ventures, and mergers & acquisitions.

Contents:
1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.3 Market Scope
   1.3.1 Markets Covered
   1.3.2 Years Considered
   1.4 Currency Considered
   1.5 Unit Considered
   1.6 Stakeholders
   1.7 Limitations

2 Research Methodology
   2.1 Research Data
      2.1.1 Secondary Data
         2.1.1.1 Key Data From Secondary Sources
      2.1.2 Primary Data
         2.1.2.1 Key Data From Primary Sources
         2.1.2.2 Key Industry Insights
            2.1.2.2.1 Breakdown of Primaries By Company Type, Designation, and Region
      2.2 Market Size Estimation
      2.3 Market Breakdown and Data Triangulation
      2.4 Market Share Estimation
      2.5 Research Assumptions and Limitations
         2.5.1 Assumptions
         2.5.2 Limitations

3 Executive Summary
   3.1 Rising Concerns About Food Safety Drive the Growth of the Antimicrobial Packaging Market

4 Premium Insights
   4.1 Attractive Opportunities in the Antimicrobial Packaging Market
   4.2 Asia-Pacific Antimicrobial Packaging Market, By Antimicrobial Agent and Country, 2015
   4.3 Leading Countries in the Antimicrobial Packaging Market, 2015
   4.4 Antimicrobial Packaging Market, By Base Material
   4.5 Antimicrobial Packaging Market, By Pack Type
   4.6 Average Price Analysis

5 Market Overview
   5.1 Introduction
   5.2 Evolution
   5.3 Antimicrobial Market Segmentation
   5.4 Market Dynamics
      5.4.1 Drivers
         5.4.1.1 Rising Concerns About Food Wastage
         5.4.1.2 Growing Consumer Awareness About Health Related Issues
         5.4.2 Restraints
         5.4.2.1 Fluctuations in Raw Material Prices
         5.4.3 Opportunities
         5.4.3.1 Rising Consumption of Products With Shorter Shelf Life
         5.4.3.2 Increasing Demand From the Healthcare Sector
         5.4.4 Challenges
            5.4.4.1 Variations in Laboratory Viability Results and Actual/Practical Food Conditions
5.4.4.2 Compliance to Stringent Regulations

6 Industry Trends
6.1 Introduction
6.2 Supply Chain
6.3 Porter's Five Forces Analysis
6.3.1 Bargaining Power of Suppliers
6.3.2 Bargaining Power of Buyers
6.3.3 Threat of New Entrants
6.3.4 Threat of Substitutes
6.3.5 Intensity of Competitive Rivalry

7 Antimicrobial Packaging Market, By Base Material
7.1 Introduction
7.2 Plastic
7.2.1 Polyethylene (PE)
7.2.2 Low-Density Polyethylene (LDPE)
7.2.3 High-Density Polyethylene (HDPE)
7.2.4 Polyethylene Terephthalate (PET)
7.2.5 Polyvinyl Chloride (PVC)
7.2.6 Others
7.2.7 Antimicrobial Plastic Packaging Market Size, By Type
7.2.7.1 LDPE is Projected to Be the Fastest-Growing Plastic Segment in the Antimicrobial Packaging Market
7.2.8 Antimicrobial Plastic Packaging Market Size, By Pack Type
7.2.8.1 Pouches Segment Dominated the Antimicrobial Plastic Packaging Market in 2015
7.2.9 Antimicrobial Plastic Packaging Market Size, By Application
7.2.9.1 Food & Beverage Segment Dominated the Antimicrobial Plastic Packaging Market in 2015
7.3 Paper & Paperboard
7.3.1 Antimicrobial Paper & Paperboard Packaging Market Size, By Pack Type
7.3.1.1 Carton Packages is Projected to Be the Second-Fastest Growing Segment From 2016 to 2021
7.3.2 Antimicrobial Paper & Paperboard Packaging Market Size, By Application
7.3.2.1 Food & Beverage Segment Dominated the Antimicrobial Paper & Paperboard Packaging Market in 2015
7.4 Biopolymer
7.4.1 Antimicrobial Biopolymer Packaging Market Size, By Type
7.4.1.1 Pouches Segment is Projected to Grow at the Highest CAGR During the Forecast Period
7.4.2 Antimicrobial Biopolymer Packaging Market Size, By Application
7.4.2.1 Biopolymer is Widely Used for Antimicrobial Packaging in the Food & Beverage Segment
7.5 Others
7.5.1 Antimicrobial Other Base Material Packaging Market Size, By Pack Type
7.5.1.1 Trays Segment Dominated the Others Market, By Pack Type, in 2015
7.5.2 Antimicrobial Other Base Material Packaging Market Size, By Application
7.5.2.1 Food & Beverage Segment is Projected to Grow at the Highest CAGR During the Forecast Period

8 Antimicrobial Packaging Market, By Antimicrobial Agent
8.1 Introduction
8.2 Organic Acids
8.2.1 Organic Acids in Antimicrobial Packaging Market, By Application
8.2.1.1 Organic Acids are Most Widely Used in the Food & Beverage Segment
8.3 Bacteriocins
8.3.1 Bacteriocins in Antimicrobial Packaging Market, By Application
8.3.1.1 Food & Beverage Industry is Estimated as the Largest Consumer of Bacteriocins
8.4 Enzymes
8.4.1 Enzymes in Antimicrobial Packaging Market, By Application
8.4.1.1 Enzymes are Widely Used in the Antimicrobial Packaging of Food & Beverage Products
8.5 Essential Oils
8.5.1 Essential Oils in Antimicrobial Packaging Market, By Application
8.5.1.1 Essential Oils Find Widest Application in the Packaging of Food & Beverages
8.6 Metal Ions & Oxidizers
8.6.1 Metal Ions & Oxidizers in Antimicrobial Packaging Market, By Application
8.6.1.1 Healthcare Industry Was the Second-Largest Consumer of Metal Ions & Oxidizer Antimicrobial Agents in 2015
8.7 Others
8.7.1 Others in Antimicrobial Packaging Market Size, By Application
8.7.1.1 Food & Beverage Dominated the Others Segment in 2015

9 Antimicrobial Packaging Market, By Pack Type
9.1 Introduction
9.2 Pouches
9.2.1 Antimicrobial Pouch Packaging Market, By Application
9.2.1.1 Pouches are Widely Used in the Food & Beverage Segment
9.3 Carton Packages
9.3.1 Antimicrobial Carton Packaging Market, By Application
9.3.1.1 Food & Beverage Projected to Be the Fastest-Growing Segment From 2016 to 2021
9.4 Trays
9.4.1 Antimicrobial Tray Packaging Market, By Application
9.4.1.1 Trays are the Most Preferred Option in the Food & Beverage Industry
9.5 Bags
9.5.1 Antimicrobial Bags Market, By Application
9.5.1.1 Food & Beverage Dominated the Bags Segment in 2015
9.6 Cups & Lids
9.6.1 Antimicrobial Cup & Lid Packaging Market, By Application
9.6.1.1 Personal Care Segment to Grow at A Considerable Rate During 2016 to 2021
9.7 Others
9.7.1 Other Antimicrobial Packaging Market, By Application
9.7.1.1 Food & Beverage Segment to Grow at the Highest Rate From 2016 to 2021

10 Antimicrobial Packaging Market, By Technology
10.1 Introduction
10.2 Controlled Release Packaging
10.3 Active Packaging

11 Antimicrobial Packaging Market, By Application
11.1 Introduction
11.2 Food & Beverage
11.3 Healthcare
11.4 Personal Care
11.5 Others

12 Antimicrobial Packaging Market, By Region
12.1 Introduction
12.2 North America
12.2.1 North America: Antimicrobial Packaging Market Size, By Country
12.2.1.1 U.S. Dominated the Antimicrobial Packaging Market in the North American Region in 2015
12.2.2 North America: Antimicrobial Packaging Market Size, By Base Material
12.2.2.1 Plastic Projected to Be the Fastest-Growing Base Material Segment
12.2.3 North America: Antimicrobial Packaging Market Size, By Antimicrobial Agent
12.2.3.1 Organic Acids Segment Dominated the North American Market in 2015
12.2.4 North America: Antimicrobial Packaging Market Size, By Technology
12.2.4.1 Controlled Release Packaging Segment Projected to Be the Fastest-Growing in North America
12.2.5 North America: Antimicrobial Packaging Market Size, By Pack Type
12.2.5.1 Pouches Segment Dominated the North American Antimicrobial Packaging Market in 2015
12.2.6 North America: Antimicrobial Packaging Market Size, By Application
12.2.6.1 Food & Beverage Segment Dominated the North American Antimicrobial Packaging Market in 2015
12.2.7 U.S.
12.2.7.1 U.S.: Antimicrobial Packaging Market Size, By Base Material
12.2.7.1.1 the Plastic Segment Projected to Be the Fastest-Growing Base Material
12.2.8 U.S.: Antimicrobial Packaging Market Size, By Antimicrobial Agent
12.2.8.1 Organic Acids Segment Dominated the U.S. Antimicrobial Packaging Market in 2015
12.2.9 U.S.: Antimicrobial Packaging Market Size, By Technology
12.2.9.1 Controlled Release Packaging Projected to Be the Fastest-Growing Segment in the U.S.
12.2.10 U.S.: Antimicrobial Packaging Market Size, By Pack Type
12.2.10.1 the Pouches Segment Dominated the U.S. Antimicrobial Packaging Market in 2015
12.2.11 U.S.: Antimicrobial Packaging Market Size, By Application
12.2.11.1 the Food & Beverages Segment Dominated the U.S. Antimicrobial Packaging Market in 2015
12.2.12 Canada
12.2.12.1 Canada: Antimicrobial Packaging Market Size, By Base Material
12.2.12.1.1 the Plastic Segment Projected to Be the Fastest-Growing Base Material
12.2.12.2 Canada: Antimicrobial Packaging Market Size, By Antimicrobial Agent
12.2.12.2.1 the Organic Acids Segment Dominated the Canadian Antimicrobial Packaging Market in 2015
12.2.12.3 Canada: Antimicrobial Packaging Market Size, By Technology
12.2.12.3.1 Active Packaging Technology Projected to Be the Second-Fastest-Growing Segment in Canada
12.2.12.4 Canada: Antimicrobial Packaging Market Size, By Pack Type
12.2.12.4.1 the Pouches Segment Dominated the Canadian Antimicrobial Packaging Market in 2015
12.2.12.5 Canada: Antimicrobial Packaging Market Size, By Application
12.2.12.5.1 the Food & Beverages Segment Dominated the Canadian Antimicrobial Packaging Market in 2015
12.2.13 Mexico
12.2.13.1 Mexico: Antimicrobial Packaging Market Size, By Base Material
12.2.13.1.1 the Plastic Segment Projected to Be the Fastest-Growing Base Material
12.2.13.2 Mexico: Antimicrobial Packaging Market Size, By Antimicrobial Agent
12.2.13.2.1 the Bacteriocins Segment Projected to Be the Fastest-Growing From 2016 to 2021
12.2.13.3 Mexico: Antimicrobial Packaging Market Size, By Technology
12.2.13.3.1 Controlled Release Packaging Technology Projected to Be the Fastest-Growing in Mexico
12.2.13.4 Mexico: Antimicrobial Packaging Market Size, By Pack Type
12.2.13.4.1 the Carton Packages Segment Held the Second-Largest Share in the Mexican Antimicrobial Packaging Market in 2015
12.2.13.5 Mexico: Antimicrobial Packaging Market Size, By Application
12.2.13.5.1 the Healthcare Segment Projected to Be the Second-Fastest Growing Application in 2015
12.3 Europe
12.3.1 Europe: Antimicrobial Packaging Market Size, By Country
12.3.1.1 Germany is Projected to Be the Fastest-Growing Antimicrobial Packaging Market in Europe During the Forecast Period
12.3.1.2 Europe: Antimicrobial Packaging Market Size, By Base Material
12.3.1.2.1 Plastic Segment is Projected to Be the Fastest-Growing Base Material
12.3.1.3 Europe: Antimicrobial Packaging Market Size, By Antimicrobial Agent
12.3.1.3.1 Organic Acids Segment Dominated the European Market in 2015
12.3.1.4 Europe: Antimicrobial Packaging Market Size, By Technology
12.3.1.4.1 Controlled Release Packaging is Projected to Be the Fastest-Growing Segment in Europe
12.3.1.5 Europe: Antimicrobial Packaging Market Size, By Pack Type
12.3.1.5.1 Pouches Segment is Projected to Grow at the Second-Highest Rate From 2016 to 2021
12.3.1.6 Europe: Antimicrobial Packaging Market Size, By Application
12.3.1.6.1 Food & Beverage Segment Dominated the European Antimicrobial Packaging Market in 2015
12.3.2 Germany
12.3.2.1 Germany: Antimicrobial Packaging Market Size, By Base Material
12.3.2.1.1 Biopolymer Projected to Be the Second-Fastest-Growing Base Material Segment
12.3.2.2 Germany: Antimicrobial Packaging Market Size, By Antimicrobial Agent
12.3.2.2.1 Essential Oils is Projected to Be the Second-Fastest-Growing Segment From 2016 to 2021
12.3.2.3 Germany: Antimicrobial Packaging Market Size, By Technology
12.3.2.3.1 Controlled Release Packaging is Projected to Be the Fastest-Growing Segment in Germany
12.3.2.4 Germany: Antimicrobial Packaging Market Size, By Pack Type
12.3.2.4.1 Trays Segment is Projected to Grow at the Second-Highest CAGR From 2016 to 2021
12.3.2.5 Germany: Antimicrobial Packaging Market Size, By Application
12.3.2.5.1 Healthcare Segment Accounted for the Second-Largest Share in the German Antimicrobial Packaging Market in 2015
12.3.3 France
12.3.3.1 France: Antimicrobial Packaging Market Size, By Base Material
12.3.3.1.1 Biopolymer Segment is Projected to Be the Second-Fastest-Growing Base Material Segment
12.3.3.2 France: Antimicrobial Packaging Market Size, By Antimicrobial Agent
12.3.3.2.1 Organic Acids Segment Dominated the French Antimicrobial Packaging Market in 2015
12.3.3.3 France: Antimicrobial Packaging Market Size, By Technology
12.3.3.3.1 Controlled Release Packaging Segment is Projected to Be the Fastest-Growing Segment in France
12.3.3.4 France: Antimicrobial Packaging Market Size, By Pack Type
12.3.3.4.1 Pouches Segment Projected to Grow at the Highest Rate From 2016 to 2021
12.3.3.5 France: Antimicrobial Packaging Market Size, By Application
12.3.3.5.1 Food & Beverage Segment Dominated the French Antimicrobial Packaging Market in 2015
12.3.4 U.K.
12.3.4.1 U.K.: Antimicrobial Packaging Market Size, By Base Material
12.3.4.1.1 Plastic Segment is Projected to Be the Fastest-Growing Base Material
12.3.4.2 U.K.: Antimicrobial Packaging Market Size, By Antimicrobial Agent
12.3.4.2.1 Metal Ions & Oxidizers Segment Projected to Grow At A Significant Rate From 2016 to 2021
12.3.4.3 U.K.: Antimicrobial Packaging Market Size, By Technology
12.3.4.3.1 Controlled Release Packaging Projected to Be the Fastest-Growing Segment in the U.K.
12.3.4.4 U.K.: Antimicrobial Packaging Market Size, By Pack Type
12.3.4.4.1 Pouches Segment Dominated the U.K. Antimicrobial Packaging Market in 2015
12.3.4.5 U.K.: Antimicrobial Packaging Market Size, By Application
12.3.4.5.1 Food & Beverage Segment Dominated the U.K. Antimicrobial Packaging Market in 2015
12.3.5 Italy
12.3.5.1 Italy: Antimicrobial Packaging Market Size, By Base Material
12.3.5.1.1 Plastic Segment Projected to Be the Fastest-Growing Base Material
12.3.5.2 Italy: Antimicrobial Packaging Market Size, By Antimicrobial Agent
12.3.5.2.1 Organic Acids Segment Dominated the Italian Antimicrobial Packaging Market in 2015
12.3.5.3 Italy: Antimicrobial Packaging Market Size, By Technology
12.3.5.3.1 Controlled Release Packaging Segment Projected to Be the Fastest-Growing Segment in Italy
12.3.5.4 Italy: Antimicrobial Packaging Market Size, By Pack Type
12.3.5.4.1 Bags Augment Projected to Be the Second-Fastest-Growing Segment From 2016 to 2021
12.3.5.5 Italy: Antimicrobial Packaging Market Size, By Application
12.3.5.5.1 Food & Beverage Segment Dominated the Italian Antimicrobial Packaging Market in 2015
12.3.6 Rest of Europe
12.3.6.1 Rest of Europe: Antimicrobial Packaging Market Size, By Base Material
12.3.6.1.1 Biopolymer Segment Projected to Be the Second-Fastest-Growing Base Material
12.3.6.2 Rest of Europe: Antimicrobial Packaging Market Size, By Antimicrobial Agent
12.3.6.2.1 Organic Acids Segment Projected to Grow at the Second-Highest CAGR From 2016 to 2021
12.3.6.3 Rest of Europe: Antimicrobial Packaging Market Size, By Technology
12.3.6.3.1 Controlled Release Packaging Segment Projected to Be the Fastest-Growing Segment in Rest of Europe
12.3.6.4 Rest of Europe: Antimicrobial Packaging Market Size, By Pack Type
12.3.6.4.1 Pouches Segment Dominated the Rest of Europe Antimicrobial Packaging Market in 2015
12.3.6.5 Rest of Europe: Antimicrobial Packaging Market Size, By Application
12.3.6.5.1 Food & Beverage Segment Dominated the Rest of Europe Antimicrobial Packaging Market in 2015
12.4 Asia-Pacific
12.4.1 Asia-Pacific: Antimicrobial Packaging Market, By Country
12.4.1.1 China is Projected to Be the Fastest-Growing Antimicrobial Packaging Market in the Asia-Pacific Region
12.4.1.2 Asia-Pacific: Antimicrobial Packaging Market, By Base Material
12.4.1.2.1 Plastic is Projected to Be the Fastest-Growing Base Material Segment
12.4.1.3 Asia-Pacific: Antimicrobial Packaging Market, By Antimicrobial Agent
12.4.1.3.1 the Organic Acids Segment Projected to Grow at A Highest CAGR During 2016 to 2021
12.4.1.4 Asia-Pacific: Antimicrobial Packaging Market, By Technology
12.4.1.4.1 Controlled Release Packaging Projected to Be the Fastest-Growing Segment in Asia-Pacific
12.4.1.5 Asia-Pacific: Antimicrobial Packaging Market, By Pack Type
12.4.1.5.1 the Pouches Segment Dominated the Asia-Pacific Antimicrobial Packaging Market in 2015
12.4.1.6 Asia-Pacific: Antimicrobial Packaging Market, By Application
12.4.1.6.1 the Food & Beverage Segment Dominated the Asia-Pacific Antimicrobial Packaging Market in 2015
12.4.2 China
12.4.2.1 China: Antimicrobial Packaging Market, By Base Material
12.4.2.1.1 Plastic Projected to Be the Fastest-Growing Base Material Segment
12.4.2.2 China: Antimicrobial Packaging Market, By Antimicrobial Agent
12.4.2.2.1 the Organic Acids Segment Dominated the Chinese Antimicrobial Packaging Market in 2015
12.4.2.3 China: Antimicrobial Packaging Market, By Technology
12.4.2.3.1 Controlled Release Packaging Projected to Be the Fastest-Growing Segment in China
12.4.2.4 China: Antimicrobial Packaging Market, By Pack Type
12.4.2.4.1 the Pouches Segment Dominated the Chinese Antimicrobial Packaging Market in 2015
12.4.2.5 China: Antimicrobial Packaging Market, By Application
12.4.2.5.1 the Food & Beverage Segment Dominated the Chinese Antimicrobial Packaging Market in 2015
12.4.3 Japan
12.4.3.1 Japan: Antimicrobial Packaging Market, By Base Material
12.4.3.1.1 Biopolymer Projected to Be the Second-Fastest-Growing Base Material Segment
12.4.3.2 Japan: Antimicrobial Packaging Market, By Antimicrobial Agent
12.4.3.2.1 the Bacteriocins Segment Projected to Grow at the Highest CAGR During 2016 to 2021
12.4.3.3 Japan: Antimicrobial Packaging Market, By Technology
12.4.3.3.1 Controlled Release Packaging Projected to Be the Fastest-Growing Segment in Japan
12.4.3.4 Japan: Antimicrobial Packaging Market, By Pack Type
12.4.3.4.1 Carton Packages Was the Second-Largest Segment in the Japanese Antimicrobial Packaging Market in 2015
12.4.3.5 Japan: Antimicrobial Packaging Market, By Application
12.4.3.5.1 Healthcare Projected to Grow at the Second-Highest CAGR During 2016 to 2021
12.4.4 India
12.4.4.1 India: Antimicrobial Packaging Market, By Base Material
12.4.4.1.1 Biopolymer Projected to Be the Second-Fastest-Growing Base Material Segment
12.4.4.2 India: Antimicrobial Packaging Market, By Antimicrobial Agent
12.4.4.2.1 Essential Oils Projected to Be the Second-Fastest Growing Segment During 2016 to 2021
12.4.4.3 India: Antimicrobial Packaging Market, By Technology
12.4.4.3.1 Controlled Release Packaging Projected to Be the Fastest-Growing Segment in India
12.4.4.4 India: Antimicrobial Packaging Market, By Pack Type
12.4.4.4.1 the Pouches Segment Dominated the Indian Antimicrobial Packaging Market in 2015
12.4.4.5 India: Antimicrobial Packaging Market, By Application
12.4.4.5.1 the Food & Beverage Segment Dominated the Indian Antimicrobial Packaging Market in 2015
12.4.5 Australia
12.4.5.1 Australia: Antimicrobial Packaging Market, By Base Material
12.4.5.1.1 Plastic Projected to Be the Fastest-Growing Base Material Segment
12.4.5.2 Australia: Antimicrobial Packaging Market, By Antimicrobial Agent
12.4.5.2.1 the Organic Acids Segment Dominated the Australian Antimicrobial Packaging Market in 2015
12.4.5.3 Australia: Antimicrobial Packaging Market, By Technology
12.4.5.3.1 Controlled Release Packaging Projected to Be the Fastest-Growing Segment in Australia
12.4.5.4 Australia: Antimicrobial Packaging Market, By Pack Type
12.4.5.4.1 Pouches Projected to Be the Fastest-Growing Segment During 2016 to 2021
12.4.5.5 Australia: Antimicrobial Packaging Market, By Application
12.4.5.5.1 the Food & Beverage Segment Dominated the Australian Antimicrobial Packaging Market in 2015
12.4.6 Rest of Asia-Pacific
12.4.6.1 Rest of Asia-Pacific: Antimicrobial Packaging Market, By Base Material
12.4.6.1.1 Biopolymer Projected to Be the Second-Fastest-Growing Base Material Segment
12.4.6.2 Rest of Asia-Pacific: Antimicrobial Packaging Market, By Antimicrobial Agent
12.4.6.2.1 Bacteriocins Projected to Be the Fastest-Growing Segment Dominated the Rest of Asia-Pacific Market in 2015
12.4.6.3 Rest of Asia-Pacific: Antimicrobial Packaging Market, By Technology
12.4.6.3.1 Active Packaging Projected to Be the Second-Fastest-Growing Segment in Rest of Asia-Pacific
12.4.6.4 Rest of Asia-Pacific: Antimicrobial Packaging Market, By Pack Type
12.4.6.4.1 Pouches Segment Dominated the Rest of Asia-Pacific Antimicrobial Packaging Market in 2015
12.4.6.5 Rest of Asia-Pacific: Antimicrobial Packaging Market, By Application
12.4.6.5.1 the Food & Beverage Segment Dominated the Rest of Asia-Pacific Antimicrobial Packaging Market in 2015
12.4.7 RoW
12.4.7.1 RoW: Antimicrobial Packaging Market, By Country
12.4.7.1.1 Brazil Dominated the Antimicrobial Packaging Market in the RoW Region in 2015
12.4.7.1.2 RoW: Antimicrobial Packaging Market, By Base Material
12.4.7.1.2.1 Plastic Projected to Be the Fastest-Growing Base Material Segment in RoW
12.4.7.1.3 RoW: Antimicrobial Packaging Market, By Antimicrobial Agent
12.4.7.1.3.1 the Organic Acids Segment Dominated the Antimicrobial Packaging Market in 2015
12.4.7.1.4 RoW: Antimicrobial Packaging Market, By Technology
12.4.7.1.4.1 Controlled Release Packaging Projected to Be the Fastest-Growing Segment in RoW
12.4.7.1.5 RoW: Antimicrobial Packaging Market, By Pack Type
12.4.7.1.5.1 the Pouches Segment Dominated the RoW Antimicrobial Packaging Market in 2015
12.4.7.1.6 RoW: Antimicrobial Packaging Market, By Application
12.4.7.1.6.1 the Food & Beverage Segment Dominated the RoW Antimicrobial Packaging Market in 2015
12.4.7.2 Brazil
12.4.7.2.1 Brazil: Antimicrobial Packaging Market, By Base Material
12.4.7.2.1.1 Plastic Projected to Be the Fastest-Growing Base Material Segment in Brazil
12.4.7.2.2 Brazil: Antimicrobial Packaging Market, By Antimicrobial Agent
12.4.7.2.2.1 Organic Acids Segment Dominated the Brazilian Antimicrobial Packaging Market in 2015
12.4.7.2.3 Brazil: Antimicrobial Packaging Market, By Technology
12.4.7.2.3.1 Controlled Release Packaging Projected to Be the Fastest-Growing Segment in Brazil
12.4.7.2.4 Brazil: Antimicrobial Packaging Market, By Pack Type
12.4.7.2.4.1 Trays Projected to Be the Second-Fastest Segment From 2016 to 2021
12.4.7.2.5 Brazil: Antimicrobial Packaging Market, By Application
12.4.7.2.5.1 Food & Beverages Segment Dominated the Brazilian Antimicrobial Packaging Market in 2015
12.5.3 Argentina
12.5.3.1 Argentina: Antimicrobial Packaging Market, By Base Material
12.5.3.2 Argentina: Antimicrobial Packaging Market, By Base Material
12.5.3.2.1 Bacteriocins Projected to Be the Fastest-Growing Segment From 2016 to 2021
12.5.3.3 Argentina: Antimicrobial Packaging Market, By Technology
12.5.3.3.1 Controlled Release Packaging Projected to Be the Fastest-Growing Segment in Argentina
12.5.3.4 Argentina: Antimicrobial Packaging Market, By Pack Type
12.5.3.4.1 Bags Projected to Be the Second-Fastest Segment From 2016 to 2021
12.5.3.5 Argentina: Antimicrobial Packaging Market, By Application
12.5.3.5.1 Healthcare Projected to Be the Second-Fastest Segment From 2016 to 2021
12.5.4 South Africa
12.5.4.1 South Africa: Antimicrobial Packaging Market, By Base Material
12.5.4.2 South Africa: Antimicrobial Packaging Market, By Antimicrobial Agent
12.5.4.3 South Africa: Antimicrobial Packaging Market, By Technology
12.5.4.4 South Africa: Antimicrobial Packaging Market, By Pack Type
12.5.4.5 South Africa: Antimicrobial Packaging Market, By Application
12.5.5 Others in RoW
12.5.5.1 Others in RoW: Antimicrobial Packaging Market, By Base Material
12.5.5.2 Others in RoW: Antimicrobial Packaging Market, By Base Material
12.5.5.2.1 Organic Acids Projected to Be the Fastest-Growing Segment From 2016 to 2021
12.5.5.3 Others in RoW: Antimicrobial Packaging Market, By Technology
12.5.5.4 Others in RoW: Antimicrobial Packaging Market, By Pack Type
12.5.5.5 Others in RoW: Antimicrobial Packaging Market, By Application
12.5.5.5.1 Food & Beverage Projected to Be the Fastest-Growing Segment From 2016 to 2021
13 Competitive Landscape
13.1 Introduction
13.2 Competitive Situation and Trends
13.2.1 New Product Development
13.2.2 Acquisitions
13.2.3 Agreements
13.3 Brand Overview
13.3.1 Sanocoat
13.3.1.1 Introduction
13.3.1.2 Brand Product
13.3.1.3 Brand Image
13.3.1.4 Brand Awareness
13.3.2 Foodtouch
13.3.2.1 Introduction
13.3.2.2 Brand Product
13.3.2.3 Brand Image
13.3.2.4 Brand Awareness
13.3.3 Biomaster
13.3.3.1 Introduction
13.3.3.2 Brand Product
13.3.3.3 Brand Image
13.3.3.4 Brand Awareness
13.3.4 Sanipolymers
13.3.4.1 Introduction
13.3.4.2 Brand Product
13.3.4.3 Brand Image
13.3.4.4 Brand Awareness
14 Company Profiles
14. Introduction

14.1 BASF SE
14.2 The DOW Chemical Company
14.3 Mondi PLC
14.4 Polyone Corporation
14.5 Biocote Limited
14.6 Dunmore Corporation
14.7 Linpac Senior Holdings Limited
14.8 Microban International
14.9 Oplon Pure Science Ltd.
14.10 Takex Labo Co. Ltd.

*Details on Company at A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments Might Not Be Captured in Case of Unlisted Companies.

15. Appendix

15.1 Insights of Industry Experts
15.2 Discussion Guide
15.3 Knowledge Store: Marketsandmarkets’ Subscription Portal
15.4 Introducing RT: Real-Time Market Intelligence
15.5 Available Customizations
15.6 Related Reports

List of Tables

Table 1 Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 2 Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (KT)
Table 3 Antimicrobial Plastic Packaging Market Size, By Type, 2014-2021 (USD Million)
Table 4 Antimicrobial Plastic Packaging Market Size, By Type, 2014-2021 (KT)
Table 5 Antimicrobial Plastic Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 6 Antimicrobial Plastic Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 7 Antimicrobial Plastic Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 8 Antimicrobial Plastic Packaging Market Size, By Application, 2014-2021 (KT)
Table 9 Antimicrobial Paper & Paperboard Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 10 Antimicrobial Paper & Paperboard Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 11 Antimicrobial Paper & Paperboard Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 12 Antimicrobial Paper & Paperboard Packaging Market Size, By Application, 2014-2021 (KT)
Table 13 Antimicrobial Biopolymer Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 14 Antimicrobial Biopolymer Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 15 Antimicrobial Biopolymer Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 16 Antimicrobial Biopolymer Packaging Market Size, By Application, 2014-2021 (KT)
Table 17 Antimicrobial Other Base Material Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 18 Antimicrobial Other Base Material Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 19 Antimicrobial Other Base Material Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 20 Antimicrobial Other Base Material Packaging Market Size, By Application, 2014-2021 (KT)
Table 21 Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 22 Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 23 Organic Acids in Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 24 Organic Acids in Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 25 Bacteriocins in Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 26 Bacteriocins in Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 27 Enzymes in Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 28 Enzymes in Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 29 Essential Oils in Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 30 Essential Oils in Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 31 Metal Ions & Oxidizers in Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 32 Metal Ions & Oxidizers in Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 33 Others in Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 34 Others in Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 97 Europe: Antimicrobial Packaging Market Size, By Country, 2014-2021 (USD Million)
Table 98 Europe: Antimicrobial Packaging Market Size, By Country, 2014-2021 (KT)
Table 99 Europe: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 100 Europe: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (KT)
Table 101 Europe: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 102 Europe: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 103 Europe: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (USD Million)
Table 104 Europe: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (KT)
Table 105 Europe: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 106 Europe: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 107 Europe: Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 108 Europe: Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 109 Germany: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 110 Germany: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (KT)
Table 111 Germany: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 112 Germany: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 113 Germany: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (USD Million)
Table 114 Germany: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (KT)
Table 115 Germany: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 116 Germany: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 117 Germany: Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 118 Germany: Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 119 France: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 120 France: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (KT)
Table 121 France: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 122 France: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 123 France: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (USD Million)
Table 124 France: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (KT)
Table 125 France: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 126 France: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 127 France: Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 128 France: Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 129 U.K.: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 130 U.K.: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (KT)
Table 131 U.K.: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 132 U.K.: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 133 U.K.: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (USD Million)
Table 134 U.K.: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (KT)
Table 135 U.K.: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 136 U.K.: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 137 U.K.: Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 138 U.K.: Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 139 Italy: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 140 Italy: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (KT)
Table 141 Italy: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 142 Italy: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 143 Italy: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (USD Million)
Table 144 Italy: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (KT)
Table 145 Italy: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 146 Italy: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 147 Italy: Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 148 Italy: Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 149 Rest of Europe: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 150 Rest of Europe: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (KT)
Table 151 Rest of Europe: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 152 Rest of Europe: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 153 Rest of Europe: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (USD Million)
Table 154 Rest of Europe: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (KT)
Table 155 Rest of Europe: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 156 Rest of Europe: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 157 Rest of Europe: Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 158 Rest of Europe: Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 159 Asia-Pacific: Antimicrobial Packaging Market Size, By Country, 2014-2021 (USD Million)
Table 160 Asia-Pacific: Antimicrobial Packaging Market Size, By Country, 2014-2021 (KT)
Table 161 Asia-Pacific: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 162 Asia-Pacific: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (KT)
Table 163 Asia-Pacific: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 164 Asia-Pacific: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 165 Asia-Pacific: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (USD Million)
Table 166 Asia-Pacific: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (KT)
Table 167 Asia-Pacific: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 168 Asia-Pacific: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 169 Asia-Pacific: Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 170 Asia-Pacific: Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 171 China: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 172 China: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (KT)
Table 173 China: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 174 China: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 175 China: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (USD Million)
Table 176 China: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (KT)
Table 177 China: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 178 China: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 179 China: Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 180 China: Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 181 Japan: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 182 Japan: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (KT)
Table 183 Japan: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 184 Japan: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 185 Japan: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (USD Million)
Table 186 Japan: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (KT)
Table 187 Japan: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 188 Japan: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 189 Japan: Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 190 Japan: Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 191 India: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 192 India: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (KT)
Table 193 India: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 194 India: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 195 India: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (USD Million)
Table 196 India: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (KT)
Table 197 India: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 198 India: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 199 India: Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 200 India: Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 201 Australia: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 202 Australia: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (KT)
Table 203 Australia: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 204 Australia: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 205 Australia: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (USD Million)
Table 206 Australia: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (KT)
Table 207 Australia: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 208 Australia: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 209 Australia: Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 210 Australia: Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 211 Rest of Asia-Pacific: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 212 Rest of Asia-Pacific: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (KT)
Table 213 Rest of Asia-Pacific: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 214 Rest of Asia-Pacific: Antimicrobial Packaging Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 215 Rest of Asia-Pacific: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (USD Million)
Table 216 Rest of Asia-Pacific: Antimicrobial Packaging Market Size, By Technology, 2014-2021 (KT)
Table 217 Rest of Asia-Pacific: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (USD Million)
Table 218 Rest of Asia-Pacific: Antimicrobial Packaging Market Size, By Pack Type, 2014-2021 (KT)
Table 219 Rest of Asia-Pacific: Antimicrobial Packaging Market Size, By Application, 2014-2021 (USD Million)
Table 220 Rest of Asia-Pacific: Antimicrobial Packaging Market Size, By Application, 2014-2021 (KT)
Table 221 RoW: Antimicrobial Packaging Market Size, By Country, 2014-2021 (USD Million)
Table 222 RoW: Market Size, By Country, 2014-2021 (KT)
Table 223 RoW: By Market Size, By Base Material, 2014-2021 (USD Million)
Table 224 RoW: By Market Size, By Base Material, 2014-2021 (KT)
Table 225 RoW: By Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 226 RoW: By Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 227 RoW: By Market Size, By Technology, 2014-2021 (USD Million)
Table 228 RoW: By Market Size, By Technology, 2014-2021 (KT)
Table 229 RoW: By Market Size, By Pack Type, 2014-2021 (USD Million)
Table 230 RoW: By Market Size, By Pack Type, 2014-2021 (KT)
Table 231 RoW: By Market Size, By Application, 2014-2021 (USD Million)
Table 232 RoW: By Market Size, By Application, 2014-2021 (KT)
Table 233 Brazil: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 234 Brazil: By Market Size, By Base Material, 2014-2021 (KT)
Table 235 Brazil: By Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 236 Brazil: By Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 237 Brazil: By Market Size, By Technology, 2014-2021 (USD Million)
Table 238 Brazil: By Market Size, By Technology, 2014-2021 (KT)
Table 239 Brazil: By Market Size, By Pack Type, 2014-2021 (USD Million)
Table 240 Brazil: By Market Size, By Pack Type, 2014-2021 (KT)
Table 241 Brazil: By Market Size, By Application, 2014-2021 (USD Million)
Table 242 Brazil: By Market Size, By Application, 2014-2021 (KT)
Table 243 Argentina: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 244 Argentina: By Market Size, By Base Material, 2014-2021 (KT)
Table 245 Argentina: By Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 246 Argentina: By Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 247 Argentina: By Market Size, By Technology, 2014-2021 (USD Million)
Table 248 Argentina: By Market Size, By Technology, 2014-2021 (KT)
Table 249 Argentina: By Market Size, By Pack Type, 2014-2021 (USD Million)
Table 250 Argentina: By Market Size, By Pack Type, 2014-2021 (KT)
Table 251 Argentina: By Market Size, By Application, 2014-2021 (USD Million)
Table 252 Argentina: By Market Size, By Application, 2014-2021 (KT)
Table 253 South Africa: Antimicrobial Packaging Market Size, By Base Material, 2014-2021 (USD Million)
Table 254 South Africa: By Market Size, By Base Material, 2014-2021 (KT)
Table 255 South Africa: By Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 256 South Africa: By Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 257 South Africa: By Market Size, By Technology, 2014-2021 (USD Million)
Table 258 South Africa: By Market Size, By Technology, 2014-2021 (KT)
Table 259 South Africa: By Market Size, By Pack Type, 2014-2021 (USD Million)
Table 260 South Africa: By Market Size, By Pack Type, 2014-2021 (KT)
Table 261 South Africa: By Market Size, By Application, 2014-2021 (USD Million)
Table 262 South Africa: By Market Size, By Application, 2014-2021 (KT)
Table 263 Others in RoW: Antimicrobial Packaging By Market Size, By Base Material, 2014-2021 (USD Million)
Table 264 Others in RoW: By Market Size, By Base Material, 2014-2021 (KT)
Table 265 Others in RoW: By Market Size, By Antimicrobial Agent, 2014-2021 (USD Million)
Table 266 Others in RoW: By Market Size, By Antimicrobial Agent, 2014-2021 (KT)
Table 267 Others in RoW: By Market Size, By Technology, 2014-2021 (USD Million)
Table 268 Others in RoW: By Market Size, By Technology, 2014-2021 (KT)
Table 269 Others in RoW: By Market Size, By Pack Type, 2014-2021 (USD Million)
Table 270 Others in RoW: By Market Size, By Pack Type, 2014-2021 (KT)
Table 271 Others in RoW: By Market Size, By Application, 2014-2021 (USD Million)
Table 272 Others in RoW: By Market Size, By Application, 2014-2021 (KT)
Table 273 New Product Development, 2008-2015
Table 274 Acquisitions, 2012-2015
Table 275 Agreements, 2013-2015

List of Figures

Figure 1 Antimicrobial Packaging Market: Research Design
Figure 2 Market Size Estimation Methodology: Bottom-Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Data Triangulation Methodology
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