

Flexible Packaging in Asia Pacific

July 2024

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Asia Pacific has the biggest regional market for flexible packaging

Stand-up pouches the most dynamic flexible packaging pack type over 2018-2023

Sales set for steady growth after the disruptions caused by the pandemic

Flexible plastic the dominant pack type in flexible packaging

Flexible plastic dominates sugar confectionery packaging in India

Plastic pouches seeing dynamic growth in India

Flexible plastic adds the most new units in Asia Pacific over 2018-2023

Lightweight nature in transportation and resource efficiency speak for flexible packaging

LEADING COMPANIES AND BRANDS

Packaged food the leading user of flexible packaging in Asia Pacific

Packaged food categories dominate the usage of flexible plastic

Hot drinks the biggest user of flexible aluminium/plastic

Gum and bar soap are major applications for flexible paper

Food dominates closures in flexible packaging

Zip/press closures seeing increasing usage over 2018-2023

Larger pack sizes popular in dog and cat food and home care

Small households and on-the-go consumption boost demand for smaller packs in food

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India to become the biggest country market for flexible packaging in Asia Pacific

Flexible plastic dominates food packaging in Asia Pacific

Indonesia the biggest market for flexible packaging usage in beverages

Flexible aluminium/plastic leads flexible packaging in Asia Pacific

Flexible packaging dominates home care in India

Flexible packaging expected to record strong growth in the Philippines

India the leading market for flexible packaging in beauty and personal care

Flexible paper leads in flexible packaging in beauty and personal care in India

China to see strong growth in the 2023-2028 period

Japan to—just—remain the biggest market in Asia Pacific

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China: Competitive and retail landscape

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Hong Kong, China: Competitive and retail landscape

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