



FLEXIBLE PACKAGING MARKET TRENDS FOR 2022

It's the time of year again where we look at where the global flexible packaging industry is heading as we move into a brand-new year. To do that, we need to examine this dynamic industry's projected growth in the new year. Let's assess which market applications are experiencing the most growth, and which flexible packaging design trends and types are bound to see increased demand in 2022.

Future Growth

The global market size is predicted to experience growth from 160.8 billion USD in 2020 to 200.5 billion by 2025, which is a CAGR of 4.5% (Markets and Markets, 2020). This expectation of growth is due in part to growing consumer incomes, e-commerce growth and modernization of the retail sector.

Infographic from Markets and Markets, 2020

Global Flexible Plastic Packaging Market Trends



The market growth in APAC can be attributed to the increase in the demand for flexible packaging over rigid packaging in food, beverages, pharmaceutical, and personal care & cosmetics application.



CAGR
4.50%

The flexible packaging market is projected to grow from 160.8 USD billion in 2020 to 200.5 billion by 2025, at a CAGR of 4.50%, during the forecast period.



Countries, including India, China, and Brazil, offer several opportunities for the expansion of the flexible plastic packaging market.



The global flexible plastic packaging market is expected worth 200.5 USD billion by 2025, growing at a CAGR of 4.50%, during the forecast period.

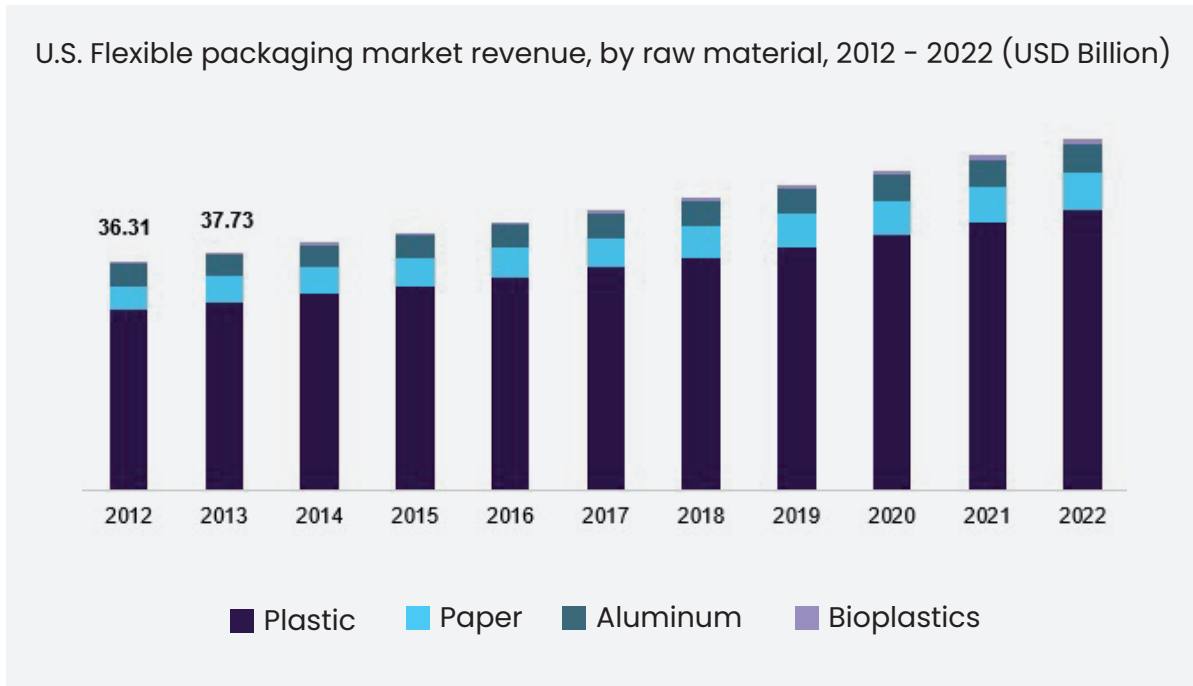


Expansion and new product developments will offer lucrative opportunities for market players in the next five years.



Cost-effectiveness & increased shelf life of the product drives the demand for flexible plastic packaging at a larger scale, globally.

Graph from Grand View Research, 2018

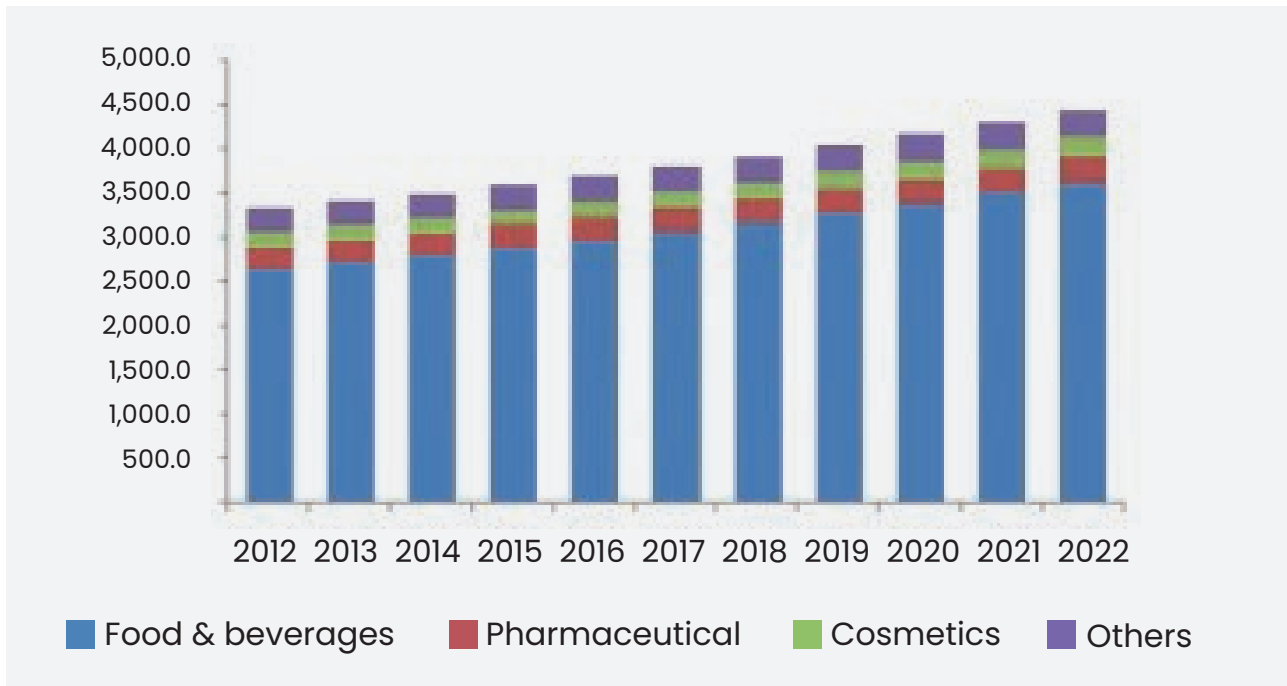


Flexible Packaging Marketing Trends

The food segment is projected to continue to experience the most growth for the flexible packaging market. During the COVID-19 pandemic, people were stocking up in bulk as they were asked to shelter in place. Not only that, consumers were shopping online, ordering fresh food products, daily staples and convenience food items more than ever before. This boosted the demand for flexible packaging in the food sector during 2020 and 2021.

Also expected to remain strong are the packaging requirements in the pharmaceutical sector as hospitals, pharmaceutical and PPE manufacturers continue to need products for healthcare. The personal care and cosmetics industries are responding to increased consumer purchasing online, increasing the demand for flexible packaging for shipping and product safety measures.

Market Application Growth



Pouches – Winning Design for 2022

It is projected that pouches will see the greatest growth, up to twenty percent, of all the package types. Thanks to the growing popularity of prepared, ready-to-eat food plus the packaging being lightweight and flexible, the pouch is set to become the leader in 2022. Pouch manufacturers are advancing manufacturing techniques such as spout closures. They are also developing technologies, such as materials that preserve products for longer, and machinery designed to lower costs and raise efficiency in the manufacturing process.



Flexible Packaging Design Trends for 2022



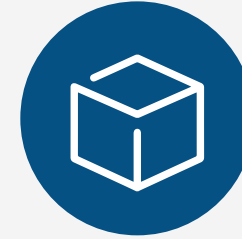
Tamper-Evident Packaging

Brands continue to work toward high product standards, and are using tamper-evident packaging materials to assure customers of product integrity. Using features such as blister seal packs, pouches, and seal bands and lidding films, companies provide their customers with ways to identify if their products are safe.



Virtual and Augmented Reality Packaging

Companies are looking to VR and AR applications to provide an interactive experience to consumers, and it's a trend that's becoming more popular by the day. By scanning a digital code on a product, customers can be given an experience on their smartphone that allows for more connection between brand and consumer.



Minimalist packaging

Companies are increasingly using minimalist design in their packaging, which doesn't only refer to simpler designs. Shrink films are becoming even more popular as consumers look for products with less packaging material, due to convenience and environmental concerns.



Transparent packaging

Transparent plastic and poly bags are showing up on shelves as emphasis is placed on providing an interactive experience for the shopper. When customers can experience texture and view the products easily, they are much more likely to purchase them.



Polymerall – Your Flexible Packaging Manufacturer for 2022

At Polymerall, we understand the importance of keeping up with the changes in our industry. We use the latest technology in our printing and laminations. We guarantee the appropriate shelf life for your product, formulating a specific barrier against oxygen, moisture, CO2 and other threats to the integrity of the product. We serve a variety of market applications, from food and beverages to cleaning and personal care.

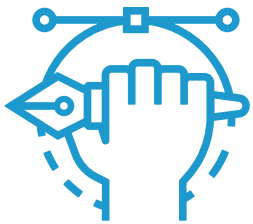
We offer a variety of pouches with options for transparent viewing, tamper-evident capabilities and sealing preference.

At Polymerall, we are constantly looking for new ways to reduce our carbon footprint and offer a variety of sustainable packaging solutions to our customers. Get in touch with us today and find out how we can partner with you in 2022, for a new year dedicated to success for your brand.

Why choose Polymerall?

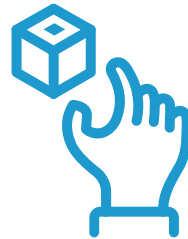
We Are Your One-Stop Go-To for All Your Flexible Packaging Needs

Our team of creative professionals is dedicated to improving brands with customized, efficient and innovative flexible packaging solutions. Producing custom printed, laminated and specialty finished rollstock, laminated films and high-barrier films is one of our specialties.



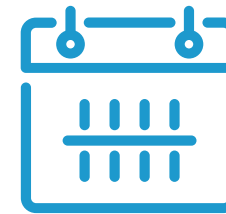
Customizable Design

We offer high-quality packaging solutions with sustainable alternatives such as oxo-biodegradable additives, water-based inks and solvent-less lamination, plus all our packaging can be recycled by consumers.



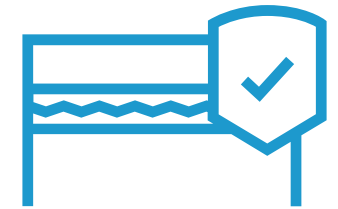
Minimum order quantities

We are proud to offer low minimum order quantities.



4 week lead time

4-week lead time, while we work with each client to ensure their product is designed to boost sales, maintain freshness, and lead their company to success.



Highest safety certifications

Our facilities and operations have also been awarded the highest safety certifications possible, including the ISO 9001 Quality Control Certification, and the FSSC 22000 Food Safety Certification.

Our manufacturing facilities hold **ISO9001, FSSC 22000, FDA and HACCP certifications** that guarantee the quality of our products and services.



