

# **FLEXIBLE PACKAGING:** Redefining the Pharmaceutical Packaging Industry



# PHARMACEUTICAL PACKAGING MARKET

## GLOBAL STATISTICS



Value (2021) **\$102.6 BN**

Value (2028) **\$155.3 BN**

## REGIONAL ANALYSIS



**NORTH AMERICA**  
CAGR (2022-28): **5.8%**

**ASIA PACIFIC**  
Share (2021): **43.8%**

Source: Pharmaceutical Packaging Market Forecast 2022-2028, Global Market Insights, April 2022

Nearly every industry all over the world has been trying to keep pace with consumer demand for a more sustainable way to deliver products into their hands. Customers have made it clear through their purchasing decisions that they are willing to spend more for a recyclable, eco-friendly, reduced-waste package.

The pharmaceutical industry has a lot more to consider than just eco-friendly features in their packaging, however. This medical industry has health and safety considerations from regulating bodies as well as demand from consumers for sustainable practices in the industry.

However, the pharmaceutical packaging industry is growing, with a North America CAGR of 5.8% from 2023 - 2028. There's no way to ignore that this industry has a global impact on the economy and on the environment.

**In this whitepaper, we'll examine the different challenges that the pharmaceutical companies face in modern times when it comes to safe and eco-friendly packaging. Then, we'll look at ways that companies are meeting these challenges head-on, using flexible packaging solutions.**



## Packaging challenges in pharmaceutical industries

Pharmaceutical companies must keep in mind that safety must take top priority, and packaging must include features such as child resistance and other failsafes for accidental ingestion.

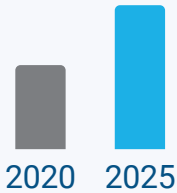
What's more, these products must be protected from environmental elements, such as humidity, in order for medications to remain functional for customers who rely on them daily.

Anti-counterfeit measures are also essential as the counterfeit drug industry continues to grow each year. Traditionally, sensitive drug prescriptions go from producer to pharmacist in the drugstore, who dispenses medication to the consumer. However, the direct-to-customer trend is rapidly growing in popularity, which can result in higher incidents of tampering in this new distribution chain.

# GLOBAL PHARMACEUTICALS WHOLESALE AND DISTRIBUTION MARKET 2021-2025



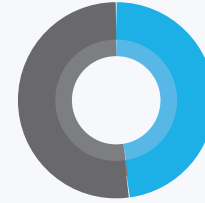
Market growth will **ACCELERATE**  
at a **CAGR** of  
**7.93%**



Incremental growth (\$8)  
**548.7**



The market is **FRAGMENTED**  
with several players occupying the  
market



Growth Contributed by  
**NORTH AMERICA**  
**48%**



Growth for **2021**  
**7.08%**

Source: Pharmaceuticals Wholesale and Distribution Market - Forecast and Analysis 2021-2025, Technavio, June 2021

All of these considerations must come into play even when looking to the future of sustainable practices across modern industry. At the core of the solution lies the materials that will fulfill demands for eco-friendly packaging, and yet meet the highest standards of safety and health for all patients.





## GLASS IS NOT THE ONLY SOLUTION

It would seem like an easy green solution to look to glass, which has held our vaccinations for over a century. Unfortunately, glass cannot be produced in large enough quantities to be practical as a solution for all packaging, as we saw in the global pandemic. Waiting on the few manufacturers to prepare the glass vials needed for a vaccine for the world's population created a dangerous bottleneck that threatened to extend this pandemic.



## SOLUTIONS IN PREVENTION

Waste prevention should be one of the top priorities for companies seeking to find a more sustainable route for their products. For example, with QR codes and other forms of technology, it's entirely possible to do away with leaflets that contain warnings and dosage instructions that are often found inside medication packages.



## RENEWABLE SOLUTIONS

Pharmaceutical companies are, more and more, looking at ways to use bio-based and renewable materials such as ethylene derived from sugarcane. Ethylene is used to produce a sustainable plastic called Green PE. Companies are beginning to trial blister packs with this plastic that can biodegrade in less than ten years.

Medical packaging companies are also looking at materials for packaging that will continue to protect customers while reducing environmental impact. Aluminum is an excellent option, with its high barrier properties and ability to be recycled. Aluminum actually saves 95% of the energy used in its production.<sup>1</sup>

<sup>1</sup>ASM Metal Recycling Ltd., 2021



## FLEXIBLE PACKAGING LEADS THE WAY

Of course, flexible solutions for medical packaging have been used for over a century. Aluminum foil was used for strip packaging for headache relievers, as well as paper and wax sachets.

While this recyclable foil is still used on more rigid blister packs, it's also used in a foil on foil format, being less prone to puncture and damage to the tablets and pills inside. This foil on foil solution is also a good option for keeping a product stable for longer periods of time, protected from humidity and other elements.

Keeping medical devices sterile and free from moisture can also be achieved in foil flexible pouches. Flexible pouches are puncture resistant and can keep sensitive products insulated from extreme temperature changes.



## Polymerall is an Industry Leader

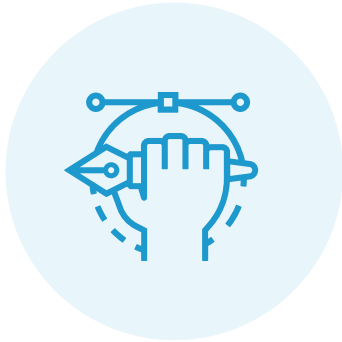
Polymerall is a flexible packaging manufacturer with custom packaging solutions. Browse our website for recyclable, cost-effective and high barrier pouches and films. We can customize any of our products to meet your unique needs. Reach out to our team today!



## Why choose Polymerall?

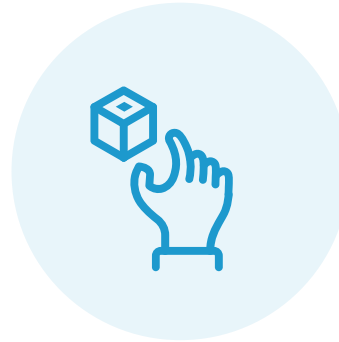
### We Are Your One-Stop Go-To for All Your Flexible Packaging Needs

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.



