

Flexible Packaging in Western Europe

November 2021

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REGIONAL OVERVIEW

Flexible packaging historic period CAGR boosted by 2020 sales spike

Pouches enjoying dynamic growth over the historic period

Generally modest annual growth rates for flexible packaging

Flexible plastic dominates sales of flexible packaging

Germany and the UK the biggest markets in Western Europe

Dynamic growth for plastic pouches in Turkey over 2015-2020

Pouches enjoy a strong historic period across the region

Recycling remains an important consideration for flexible packaging

TOP APPLICATIONS

Stand-up pouches heavily used in wet cat food

Flexible plastic gaining ground in baby food

Nestlé launches paper-based wrapper on its Yes! snack bar

Industry players investing in stand-up pouches in Spain

Zip/press closures increase ease of product storage

Plastic dispensing closures seeing increasing usage in the food industry

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

Smaller packs in demand in packaged food

FORECAST PROJECTIONS

Turkey leads in terms of flexible packaging usage in beverages

Hot drinks dominates flexible packaging in beverages

Confectionery the main flexible packaging user in Germany and the UK

Flexible packaging will remain popular despite environmental concerns

UK expected to become the biggest market over the forecast period

Strong growth expected for plastic pouches in French bath and shower

Germany to overtake France as biggest market in 2020-2025

Technology to produce odourless and colourless recycled polypropylene

UK will remain the biggest market for dog and cat food flexible packaging

Continued growth expected for plastic pouches in the UK

COUNTRY SNAPSHOTS

France: Market Context

France: Pack Types by Top 10 Categories

Germany: Market Context

Germany: Pack Types by Top 10 Categories

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Italy: Pack Types by Top 10 Categories

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Turkey: Market Context

Turkey: Pack Types by Top 10 Categories

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