

# The Future of Packaging: Long-term Strategic Forecasts to 2028

## Our exclusive content:

- Comprehensive analysis of the key economic, technology, material supply, brand and retailer factors impacting the selection and use of packaging across 2018–28.
- Expert insight into how these will shape the future of packaging design.
- Exclusive market data forecasts for global packaging through to 2028.



Expertise for your industry

## What does the report cover?

Total value in the global packaging industry in 2018 will reach \$876 billion, with steady growth pushing this value past \$1 trillion in 2023. By 2028 an additional \$150 billion will have been added to this market.

This expansion is happening across a nexus of complimentary and competing market drivers – economic and demographic changes; material supply, sustainability and regulatory factors; converter production and technology developments; brand and retailers priorities. In its new study **The Future of Packaging: Long-term Strategic Forecasts to 2028** Smithers Pira examines and identifies the key trends and quantifies their impact across 2018–28.

Analysis is presented from a perspective of businesses remaining competitive across the ten-year period and beyond.

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- An electronic version of the report in PDF format. You may add a hardcopy version (mailed to you); see the order form for details
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## What will you discover?

- ▶ An integrated strategic overview of how multiple factors from all stages of the packaging supply and use chain will impact the future use of packaging.
- ▶ The key steps material suppliers and packaging converters need to take to position themselves for success in this evolving business and regulatory landscape.
- ▶ Over 80 tables and figures segmenting the future packaging market across key metrics and identifying the highest growth sectors through to 2028.

## What methodology is used?

**The Future of Packaging: Long-term Strategic Forecasts to 2028** is based on extensive primary and secondary research. Primary research included interviews with material suppliers, packaging converters and printers, end users, and industry experts.

The secondary research used information from an assortment of packaging industry journals, reports, white papers, analyst reviews and diverse corporate and government websites.

This was then combined with Smithers Pira's own extensive proprietary of market data for the print, packaging and material segments to generate a model for forecasting the market across 2018–28.

## Who should buy this report?

- ▶ Packaging converters
- ▶ Suppliers of packaging raw materials
- ▶ Packaging equipment and machinery suppliers
- ▶ Marketing and design agencies
- ▶ Brand, retailers and logistics partners
- ▶ Industry consultants, investors, regulators and analysts

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