



Euromonitor
International

Flexible Packaging in Asia Pacific

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

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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

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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

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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

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Hong Kong, China: Competitive and retail landscape

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