

Flexible Packaging Market in India 2017

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"Netscribes' latest market research report titled Flexible Packaging Market in India 2017 highlights the overall growth potential of the domestic flexible packaging market. Consumer packaging mainly consists of rigid packaging (~72%) and flexible packaging (28%). The Indian packaging industry is witnessing a gradual shift from rigid to flexible packaging as flexible packages are visually more appealing, cheaper and durable compared to rigid packages. Plastic is the most common form of packaging being used in recent times. It has a dominant share in the Indian packaging market. Currently, the plastics and polymer consumption in India is growing at an average annual rate of ~10%. The benefits of flexible packaging which includes aroma retention, convenient transportation and usage, light weight, strength and barriers against moisture, among others, has led to its greater applications in packing products like tea leaves, snacks, ready to eat and ready to cook foods, cosmetic products and food products. Changing lifestyle pattern of Indian people is influencing their consumption pattern, which in turn is expected to drive the demand of the domestic flexible packaging market. Some of the notable players in the Indian flexible packaging market include Cosmo Films Ltd., Essel Propack Ltd., and Garware Polyester Ltd., among others.

Ban on plastic packaging due to environmental concern, lack of packaging machinery and domestic technology is acting as a major growth deterrent of the domestic flexible packaging industry. However, India has witnessed a considerable rise in export of flexible packaging products during FY 2013 to FY 2017. Although the industry comprises both rigid as well as flexible packaging materials, the preference for flexible packaging over its rigid counterpart has been evident with the passage of time. The in-mold label is also gaining popularity within the plastic packaging sector. Indian flexible packaging industry is poised to grow at a CAGR of ~24.3% over the next five years, along with the steady economic growth of the country.

Coverage:

Overview of Indian packaging market - market size, growth forecast and market segmentation

Overview of the Indian flexible packaging market and forecasted market size data in terms of value over FY 2015 to FY 2022

Detailed description of the types of flexible packages available in the Indian market

Overview of the usage of plastic in the packaging industry

Export - Import Scenario of the domestic flexible packaging market

Qualitative and quantitative analysis of the drivers and challenges affecting the market

Analysis of the competitive landscape and detailed profiles of major players

Why Buy?

Get a clear understanding of the flexible packaging industry in India and market dynamics

Understand the current and future growth potential of the Indian packaging industry in India till FY 2022 and plan strategies to gain from it

Strategize marketing, market-entry, market expansion, and other business plans by understanding factors influencing growth in the industry

Understand your competitors' business structures, strategies and prospects, and respond accordingly

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Contents

"Slide 1: Executive Summary

Macroeconomic Indicators

- Slide 2: Total Population (2010-2011 – 2019-2020), Population Density (2010-2011 – 2019-2020)
- Slide 3: Sex Ratio (2005, 2010, 2015, 2020), Population by Age Group (2005, 2010, 2015, 2020), Urbanization Trend (2010-2011 – 2019-2020)
- Slide 4: Total Fertility Rate (2005-2010, 2010-2015, 2015-2020), Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020), Total Number of Births (2005-2010, 2010-2015, 2015-2020), Total Number of Death (2005-2010, 2010-2015, 2015-2020)
- Slide 5: Total Literacy Rate (2001, 2011), Rural Literacy (2001, 2011), Urban Literacy (2001, 2011)
- Slide 6: GDP at Market Prices (2010-2014), FDI (2010-2014), Inflation Rate (2010-2014), Unemployment Rate (2010-2014)
- Slide 7: Access to Safe Drinking Water (2001, 2011), Exchange Rate (2010-2015)

Introduction

- Slide 8-9: Market Definition & Structure
 - Types of Packaging (By Material)
 - Types of Packaging (By End-Use)
- Slide 10-12: Overview of Various Types of Flexible Packaging (Packing Bags, Protective Packaging, Flexible Films, Packaging Boxes and Cartons, and Pouches)

Market Overview

- Slide 13: Packaging Market in India – Overview; Market Size; Growth Forecast and Segmentation (Value-wise; FY 2010, FY 2015, and FY 2022e)
- Slide 14: Flexible Packaging Market in India – Overview; Market Size and Growth Forecast (Value-wise; FY 2015, FY 2016, FY 2017e, FY 2018e, FY 2018e, FY 2020e, FY 2021e, and FY 2022e)
 - Rigid Packaging Market Size and Growth Forecast (FY 2015 and FY 2022e)
- Slide 15-16: Usage of Plastic in Packaging Industry – Overview
 - Share of Plastic Packaging Products – Type-wise
 - Advantages of Plastic Packaging
 - Common Packaging Products (According to Plastic Type)
{PET, HDPE, PVC, LDPE, PP, and PS}

Export-Import

- Slide 17: Export of Sacks and Bags of Polyethylene (including cones) – Size {Value-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)} and {Volume-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
- Slide 18: Export of Sacks and Bags of Polyethylene (including cones) – Region-Wise Exports {(Value-Wise: FY 2016 and FY 2017(Apr-Feb); Volume-Wise: FY 2016 and FY 2017 (Apr- Feb)}
- Slide 19: Import of Sacks and Bags of Polyethylene (including cones) – Size {Value-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)} and {Volume-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
- Slide 20: Import of Sacks and Bags of Polyethylene (including cones) – Region-Wise Exports {(Value-Wise: FY 2016 and FY 2017(Apr-Feb); Volume-Wise: FY 2016 and FY 2017 (Apr- Feb)}
- Slide 21: Export of Sacks and Bags sacks (including cones) of Other Plastics– Size {Value-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)} and {Volume-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
- Slide 22: Export of Sacks and Bags sacks (including cones) of Other Plastics – Region-Wise Exports {(Value-Wise: FY 2016 and FY 2017(Apr-Feb); Volume-Wise: FY 2016 and FY 2017 (Apr- Feb)}
- Slide 23: Import of Sacks and Bags sacks (including cones) of Other Plastics– Size {Value-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)} and {Volume-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
- Slide 24: Import of Sacks and Bags sacks (including cones) of Other Plastics – Region-Wise Exports

{(Value-Wise: FY 2016 and FY 2017(Apr-Feb); Volume-Wise: FY 2016 and FY 2017 (Apr- Feb))}

Slide 25: Export of Other Articles for the Convenience of Packaging of Goods– Size {(Value-Wise; FY 2013 – FY 2016-2017 (Apr-Feb))} and {(Volume-Wise; FY 2013 – FY 2016-2017 (Apr-Feb))}

Slide 26: Export of Other Articles for the Convenience of Packaging of Goods – Region-Wise Exports {(Value-Wise: FY 2016 and FY 2017(Apr-Feb); Volume-Wise: FY 2016 and FY 2017 (Apr- Feb))}

Slide 27: Import of Other Articles for the Convenience of Packaging of Goods – Size {(Value-Wise; FY 2013 – FY 2016-2017 (Apr-Feb))} and {(Volume-Wise; FY 2013 – FY 2016-2017 (Apr-Feb))}

Slide 28: Import of Other Articles for the Convenience of Packaging of Goods – Region-Wise Exports {(Value-Wise: FY 2016 and FY 2017(Apr-Feb); Volume-Wise: FY 2016 and FY 2017 (Apr- Feb))}

Market Influencers

Slide 29-36: Market Drivers

Slide 37-38: Market Challenges

Competitive Landscape

Slide 39: List of Major Players

Slide 40-77: Profiles of Major Players

Government Initiatives

Slide 78- 80: Rules and Regulations under Food Safety and Standards Authority of India (FSSAI)

Recent Developments

Slide 81: Key Recent Developments

Appendix

Slide 82: Research Methodology

LIST OF FIGURES/ CHARTS

Socioeconomic Indicators

1. Total Population and Population Density (2010-2011 – 2019-2020)
2. Sex Ratio (2005, 2010, 2015, 2020)
3. Population by Age Group (2005, 2010, 2015, 2020)
4. Urbanization Trend (2010-2011 – 2019-2020)
5. Total Fertility Rate (2005-2010, 2010-2015, 2015-2020)
6. Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020)
7. Total number of Births (2005-2010, 2010-2015, 2015-2020)
8. Total number of Death (2005-2010, 2010-2015, 2015-2020)
9. Total Literacy Rate (2001, 2011)
10. Rural Literacy (2001, 2011)
11. Urban Literacy (2001, 2011)
12. GDP at Market Prices (2010-2014)
13. FDI (2010-2014)
14. Inflation Rate (2010-2014)
15. Unemployment Rate (2010-2014)
16. Access to safe drinking water (2001, 2011)
17. Exchange Rate (2010-2015)

Market Overview

1. Packaging Market in India – Market Size, Growth Forecast and Segmentation (Value-Wise; FY 2010, FY 2015 and FY 2022)
2. Flexible Packaging Market Size & Growth Forecast (Value-wise; FY 2015 – FY 2022e)
3. Rigid Packaging Market Size & Growth Forecast (Value-wise; FY 2015 and FY 2022e)
4. Share of Plastic Packaging Products – Type-wise

Trade Analysis

1. Export of Sacks and Bags of Polyethylene (including cones) – {Value-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
2. Export of Sacks and Bags of Polyethylene (including cones) – {Volume-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
3. Export of Sacks and Bags of Polyethylene (including cones) – Region-Wise Exports {Value-Wise: FY 2016 and FY 2017(Apr-Feb)}
4. Export of Sacks and Bags of Polyethylene (including cones) – Region-Wise Exports {Volume-Wise: FY 2016 and FY 2017 (Apr- Feb)}
5. Import of Sacks and Bags of Polyethylene (including cones) – {Value-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
6. Import of Sacks and Bags of Polyethylene (including cones) – {Volume-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
7. Import of Sacks and Bags of Polyethylene (including cones) – Region-Wise Imports {Value-Wise: FY 2016 and FY 2017(Apr-Feb)}
8. Import of Sacks and Bags of Polyethylene (including cones) – Region-Wise Imports {Volume-Wise: FY 2016 and FY 2017 (Apr- Feb)}
9. Export of Sacks and Bags sacks (including cones) of Other Plastics – {Value-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
10. Export of Sacks and Bags sacks (including cones) of Other Plastics – {Volume-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
11. Export of Sacks and Bags sacks (including cones) of Other Plastics – Region-Wise Exports {Value-Wise: FY 2016 and FY 2017(Apr-Feb)}
12. Export of Sacks and Bags sacks (including cones) of Other Plastics – Region-Wise Exports {Volume-Wise: FY 2016 and FY 2017 (Apr- Feb)}
13. Import of Sacks and Bags sacks (including cones) of Other Plastics – {Value-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
14. Import of Sacks and Bags sacks (including cones) of Other Plastics – {Volume-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
15. Import of Sacks and Bags sacks (including cones) of Other Plastics – Region-Wise Imports {Value-Wise: FY 2016 and FY 2017(Apr-Feb)}
16. Import of Sacks and Bags sacks (including cones) of Other Plastics – Region-Wise Imports {Volume-Wise: FY 2016 and FY 2017 (Apr- Feb)}
17. Export of Other Articles for the Convenience of Packaging of Goods – {Value-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
18. Export of Other Articles for the Convenience of Packaging of Goods – {Volume-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
19. Export of Other Articles for the Convenience of Packaging of Goods – Region-Wise Exports {Value-Wise: FY 2016 and FY 2017(Apr-Feb)}
20. Export of Other Articles for the Convenience of Packaging of Goods – Region-Wise Exports {Volume-Wise: FY 2016 and FY 2017 (Apr- Feb)}
21. Import of Other Articles for the Convenience of Packaging of Goods – {Value-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
22. Import of Other Articles for the Convenience of Packaging of Goods – {Volume-Wise; FY 2013 – FY 2016-2017 (Apr-Feb)}
23. Import of Other Articles for the Convenience of Packaging of Goods – Region-Wise Exports {Value-Wise: FY 2016 and FY 2017(Apr-Feb)}
24. Import of Other Articles for the Convenience of Packaging of Goods – Region-Wise Exports {Volume-Wise: FY 2016 and FY 2017 (Apr- Feb)}

Market Influencers

1. FMCG Market Size & Growth Forecast (Value Wise; 2016 – 2020e)

2. FMCG Market Segmentation by Revenue (FY 2016)
3. Pharmaceutical Market Size & Growth Forecast (Value Wise; FY 2015, FY 2016 and FY 2020e)
4. Pharmaceutical Market Segmentation (FY 2015)
5. Food & Beverage Packaging Market Size & Growth Forecast (Value-Wise; 2010 – 2015)
6. Share of Food & Beverage Packaging Materials (As of Sep 2016)
7. Retail Market Size & Growth Forecast (Value-wise; 2014, 2015, 2016 & 2020e)
8. Major Retail Segments in India (Percentage Split; FY 2014 & FY 2020e)

Competitive Landscape

1. Company Profiles
 - a. Financial Snapshot – Total Income and Net Profit/Loss (Only Public Companies)
 - b. Key Business segments (Only Public Companies)
 - c. Key Geographic segments (Only Public Companies)

LIST OF TABLES

Introduction

1. Types of Flexible Packaging

Market Overview

2. Common Packaging Products (According to Plastic Type)

Market Influencers

1. Application of Flexible Packaging in FMCG Industry
2. Application of Plastic Packaging in Pharmaceutical Industry
3. Changing Consumption Pattern

Competitive Landscape

1. List of Major Players

COMPANIES COVERED

Public Companies

1. Cosmo Films Ltd.
2. Essel Propack Ltd.
3. Garware Polyester Ltd.
4. Huhtamaki PPL Ltd.
5. Jindal Poly Films Ltd.
6. Polyplex Corporation Ltd.
7. Sysco Industries Ltd.
8. Uflex Ltd.
9. TCPL Packaging Ltd.

Private Companies

10. Paharpur 3P

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