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Growth & Optimism in the U.S. Flexible Packaging Industry

Linthicum, Maryland: May 23, 2011 – The U.S. flexible packaging industry is expected to experience annual sales revenue growth of 8.1 percent in 2011 according to the Flexible Packaging Association. Industry revenue growth in 2010 rebounded an estimated 7.3 percent from a decrease of 10.9 percent in 2009. FPA research also suggests that flexible packaging converter volume increased approximately 5 percent in 2010.

Total U.S. packaging industry growth is estimated at 6.7 percent for 2010 versus a decrease of 13.7 percent in 2009. This and additional data regarding industry growth will be available in the soon-to-be-published *2011 FPA Flexible Packaging State of the Industry Report*. The *Report* is provided to FPA members and non-members may purchase the *Report* for \$3500.

The recently released 4th *Quarter 2010 Pulse Report*, produced by the Flexible Packaging Association also notes signs of optimism regarding industry growth. Key *Report* findings indicate that 77 percent of FPA converter members survey expect 1st quarter 2011 sales to be higher than 4th quarter 2010 levels; and, 74 percent expect higher volume levels in 1st quarter 2011 versus 4th quarter 2010. In addition, 74 percent of survey participants note higher sales in 4th quarter 2010 versus 4th quarter 2009. These results are consistent with the trend over 7 of the last 8 years (2003-2010) where there has been 4th quarter year on year growth, with the exception of 2008.

Historical data has shown the flexible packaging industry growth to be slightly higher than U.S. GDP. First quarter 2011 U.S. GDP increased 1.8 percent versus 3.1 percent in 4th quarter 2010.

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The Flexible Packaging Association has served as the voice of the flexible packaging industry since 1950. FPA members are manufacturers of flexible packaging sold to users or distributors for packaging purposes, and material or equipment suppliers to the industry. Flexible packaging is produced from paper, plastic, film, aluminum foil, or any combination of those materials, and includes bags, pouches, labels, liners, wraps, rollstock, and other flexible products.

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