



INFORMATION BRIEF

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FPA Flexible Packaging Industry Segment Profile Analysis

The Flexible Packaging Association recently released the [*FPA Flexible Packaging Industry Segment Profile Analysis*](#). The *Analysis*, prepared exclusively for FPA members by Packaging & Technology Integrated Solutions, a division of HAVI Global Solutions, LLC, provides a profile of the U.S. flexible packaging market size by volume and revenue, and composition by materials for key packaging formats including bags, wrappers, lay flat pouches, stand up pouches, retort pouches, lidding, shrink sleeves, shrink wrap, stretch films, retail carry bags, storage and trash bags.

Key highlights of the FPA segment analysis include:

- The estimated size of the U.S. flexible packaging industry is 17.3 billion pounds and worth \$26.7 billion.
- Bags (excluding retail, storage and trash bags) account for 26.4 percent (approximately \$7 billion and 4.8 billion in pounds) of the U.S. flexible packaging industry.
- From 2002-2012, the U.S. flexible packaging market grew at a compound annual growth rate of 3.0 percent in U.S. dollars and 0.8 percent in pounds.
- The stand up pouches, flow wraps and retort pouches segments are currently experiencing high rates of growth.

The *Analysis* discusses drivers of industry growth and new end-use opportunities for flexible packaging. Analysis and information compilation of the industry segment profile included interviews with industry experts across segments researched for the 2012 estimates, and review of packaging and packaged products market studies for baseline data from 2002. Future projections discussed in the *Analysis* are based on 2002-2012 trends, growth estimates for end-use markets, and current industry dynamics as indicated through industry expert interviews.

The *FPA Flexible Packaging Industry Segment Profile Analysis* is a benefit of FPA membership and is available in the Members Only section of the FPA website (www.flexpack.org). For more information, contact FPA at (410) 694-0800.

