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FPA Updates Flexible Packaging Market Tracker for Members; Adds COVID-19 Impacts Data
The tool enables members to access market information from around the globe, not only on flexible packaging materials and markets, but on competing products for those markets as well

Annapolis, Maryland: December 8, 2020 – The Flexible Packaging Association (FPA), the leading advocate and voice for the growing U.S. flexible packaging industry, is pleased to announce that the Flexible Packaging Market Tracker has been updated with the most recent market data from Euromonitor International. The update also includes information on COVID-19 impacts on the industry. In the COVID-19 section, members can view an overview of COVID-19 conditions; the impact of COVID-19 on the gross domestic product (GDP); the impact on sector growth; and the impact on the flexible packaging market. The COVID-19 section will be updated quarterly, while the main market tracker data is updated annually.

For the Market Tracker, FPA partners with Euromonitor International, a leading independent provider of strategic market research. The tool features 20 key flexible packaging country markets and highlights market dynamics, trends, and opportunities to expand business internationally.

The Market Tracker is an online research tool to enhance the FPA website and tracks and compares flexible packaging markets around the globe to help members better understand, prioritize, build business cases, and capture global market opportunities for flexible packaging. It enables members to access market information from around the globe, not only on flexible packaging materials and markets but on competing products for those markets as well.

In FPA's quest to be the go-to resource for the flexible packaging industry, the Market Tracker expands FPA's research and data offerings, in a robust and effective fashion, by using Euromonitor International content. It also illustrates FPA's commitment to enhance services that can drive both domestic and international growth for its members. The tool is only available to FPA members.

For more information on the Flexible Packaging Market Tracker or membership in FPA, please visit www.flexpack.org, or contact FPA at fpa@flexpack.org or 410-694-0800.

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About the Flexible Packaging Association (FPA)

The Flexible Packaging Association is the voice of the U.S. manufacturers of flexible packaging and their suppliers. The association's mission is connecting, advancing, and leading the flexible packaging industry. Flexible packaging represents over \$33 billion in annual sales in the U.S. and is the second largest and one of the fastest growing segments of the packaging 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. Learn more at flexpack.org.