

Print, Paper & Packaging



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Reducing cost and developing new technologies is key to overcoming rising raw materials prices, waste legislation and rapid development of consumer trends.

Historical development



Year 1035 – earliest recorded use of paper for packaging. A Persian traveller visiting markets in Cairo noted that vegetables, spices and hardware were wrapped in paper for customers.



The United States had been the world's leading producer of paper until it was overtaken by China in 2009.



China – A world leader in recycling waste paper! By 2015, the domestic paper recycling rate will reach 72.1%

The industry today

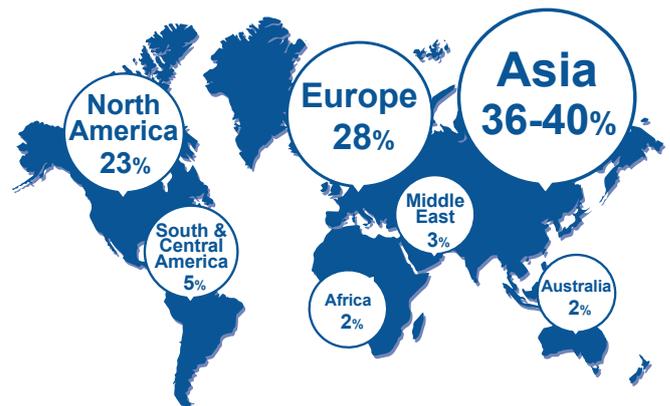
Modern packaging has changed from protecting the contents within it towards serving as a critical communication platform to communicate sustainability, healthy living, convenience, authenticity and trust, and cost-effective shopping.

Major players in the industry

Top three companies:



Highest packaging sales:



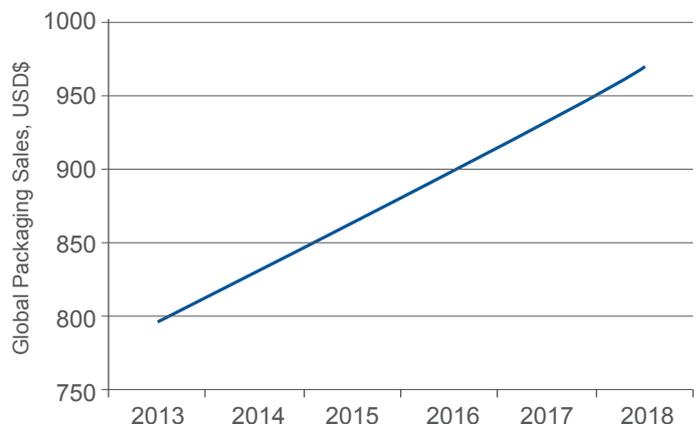
The future for the industry

Global packaging market will reach \$975 billion, and digital printing for packaging is expected to reach \$15.3 billion by 2018.

Growing urbanisation, investment in housing and construction, retail chains, healthcare and cosmetics sectors are driving packaging demand in BRIC and other emerging economies.



Developed economies: trends towards smaller households; more, smaller pack sizes, convenience emphasis; increased interest in men's health and beauty products are driving the demand.



Insight

The future of the paper, print and packaging industry is dependent on the change of demand in terms of consumer needs, materials and technology used in production.



Packaging materials are predicted to move towards recyclable plastics due to the material's lighter weight, its flexibility and its relatively low cost.



The rising industrial production and manufacturing, particularly in Asia and South America will increase the demand of paper production.



However, paper production has been affected heavily as tablet computers increasingly dominate consumers' interests in gathering news and entertainment content.