

Inverted Pouch Market: Packaging Innovation Shaping the Future Analysis and Industry Forecast, 2021-2031

Inverted Pouch Market: Global Opportunity Analysis and Industry Forecast, 2021-2031

WILMINGTON, DELAWARE, UNITED STATES, November 20, 2023 /EINPresswire.com/ -- In a recent report titled "[Inverted Pouch Market](#)" by Allied Market Research, the market size for inverted pouches stood at \$10.6 thousand in 2021, with projections to reach \$22.4 thousand by 2031, reflecting a remarkable CAGR of 7.6% from 2022 to 2031. This innovative packaging solution, known for its flexibility, is gaining traction, especially in the packed food, condiments, sauces, and personal care products sectors.

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Evolution and Investment in Design: The inverted pouch concept is relatively new, with ongoing research and development focusing on enhancing its design and size. Pouch packaging companies are making significant investments to develop visually appealing and sustainable inverted pouches. This not only reduces advertising and marketing expenses but also aligns with government sustainability norms.

Driving Forces for Growth: A growing need for safe and cost-effective transportation of hazardous foods, beverages, and petroleum products is propelling the demand for effective packaging. Simultaneously, the rise in public awareness regarding the environmental impact of pipelines has led to increased support for packaging solutions that are safer for the environment. This has boosted the demand for inverted pouches made from eco-friendly materials, contributing to market growth.

Impact of Population Growth: The global population surge has positively influenced the demand for daily products like water and milk, as well as petroleum products such as kerosene, diesel, and gasoline. This surge in demand is expected to create opportunities for the inverted pouch market during the forecast period.

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Challenges Faced and Recovery from Pandemic: The COVID-19 pandemic in 2020 led to several manufacturers halting their business activities due to lockdowns and industrial bans. This hiatus affected the revenue of inverted pouch manufacturing companies, disrupting the supply chain. However, as restrictions ease and the global inverted pouch industry reopens, the market is projected to recover starting the first quarter of 2023. The availability of COVID-19 vaccines in 2021 is expected to further contribute to the gradual growth of the global market.

Strategic Moves by Major Players: Key players in the market are strategically adopting product launches and acquisitions to enhance their product portfolios. For example, in June 2021, Constantia Flexibles acquired Propak, a leading player in the European snacks market, with the aim of strengthening its packaging solutions portfolio.

Market Segmentation: The inverted pouch market is segmented based on material, capacity, end-user, and region. Material types include polyolefin, metalized aluminum, ethylene vinyl alcohol, and others. Capacity is fragmented into below 150 ml, 150-500 ml, 500 ml -1 liter, and above 1 liter. End-user segments encompass foods, personal care, and others. As of 2021, Asia-Pacific dominated the market.

Key Players and Market Outlook: Major players profiled in the market analysis include Amcor Plc, APTAR, Cheer Pack, Constantia, Coveris, Glenroy Inc., Goglio SpA, Mattpack Inc., Mondi, Polymer Packaging Inc., Pouches Inc., ProAmpac, Sealed Air, Semco S.A.M., Universal plastics bag co., Viking Masek, and VOLPAK industries. The global inverted pouch market has experienced significant growth in the past decade, driven by the demand for compact and lightweight packaging in various sectors, including foods & beverages and pharmaceuticals.

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Key Findings of the Study:

The polyolefin segment led in revenue generation in 2021.

The 150-500 ml segment was the highest revenue generator in terms of capacity in 2021.

The food segment dominated the market in 2021 in the end-user category.

Europe is anticipated to dominate the global inverted pouch market share in the forecast period.

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