

Labelexpo 2025 to Highlight a New Era of Digital Printed Pouch Innovation, Driven by Sustainability and Speed-to-Market

Customization demand, sustainability norms, and printing innovations are reshaping digital printed pouch solutions

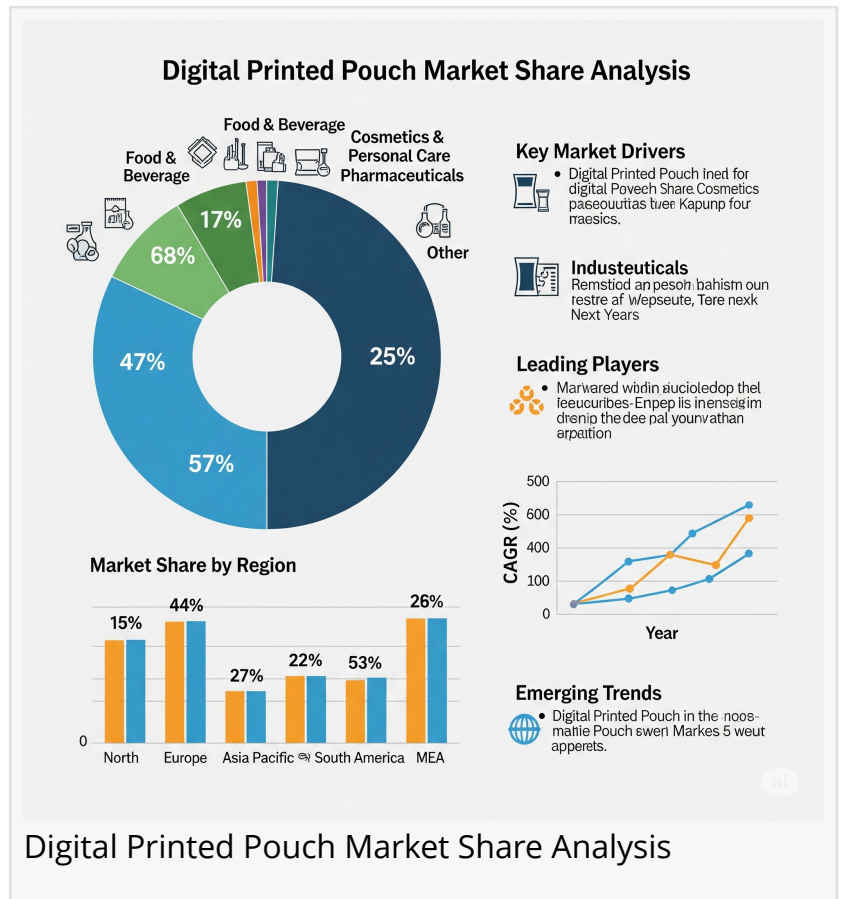
NEWARK, DE, UNITED STATES, August 25, 2025 /EINPresswire.com/ -- Labelexpo Europe 2025, the world's premier event for the label and package printing industry, is set to be a landmark occasion for the flexible packaging sector. This year's show at Fira Gran Via in Barcelona will serve as a vital stage for both established giants and nimble newcomers, all showcasing a shared commitment to shaping the future of the [digital printed pouch market](#).

As consumer demand for customizable, sustainable, and high-quality flexible packaging continues its rapid growth, the innovations on display promise to redefine how products are brought to life on the shelf. The digital printed pouch market, with a forecasted growth trajectory that underscores its critical role from 2025 to 2035, is at the heart of this transformation, driven by an industry-wide focus on agility and eco-conscious solutions.

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The flexible packaging landscape is currently defined by a vibrant ecosystem of companies, categorized into three distinct tiers that collectively propel the industry forward. Leading the charge are the Tier 1 companies—a group of established leaders that have set the benchmark for excellence. Companies like ePac, Amcor, and Mondi command a significant presence,



collectively holding a commanding 31% of the market share. Their leadership is a direct result of their investment in cutting-edge digital printing technologies, high-speed production capabilities, and robust global distribution networks.

These companies are not just responding to market demand; they are actively shaping it by providing short-run, cost-effective, and highly customizable packaging solutions to major players in the food & beverage, personal care, and pharmaceutical industries. At Labelexpo, visitors can expect to see their latest breakthroughs, such as Amcor's fully recyclable, high-barrier digital pouch and Mondi's newly developed compostable pouches with advanced moisture-resistant coatings.

The industry's dynamism is further enhanced by the Tier 2 players, including companies such as Sealed Air, Berry Global, and Sonoco, who collectively hold close to 29% of the market. These companies strategically target medium-sized businesses and regional manufacturers, providing high-quality, digitally printed flexible packaging that helps them compete effectively in a crowded marketplace. Their presence at Labelexpo will underscore how they are improving efficiencies in printing and utilizing eco-friendly inks to expand their reach in emerging markets and niche sectors. For instance, Berry Global will be showcasing its sustainable, mono-material flexible packaging, a solution designed to support consumer goods brands in achieving their environmental goals without compromising on performance.

What makes this year's event particularly exciting is the showcase of Tier 3 companies—a diverse group of regional manufacturers, niche suppliers, and startups that account for a substantial 40% of the market. Their agility and specialized expertise allow them to service niche markets with speed and tailored solutions. These innovators are at the forefront of creative packaging, offering everything from compostable pouches to smart-label integrated packaging that enables consumer engagement and product tracking.

Companies like UFlex, Huhtamaki, Coveris, and Printpack—who are featured in the Tier 3 category—are leading this charge, demonstrating the future of packaging with lightweight, recyclable films and high-barrier flexible films for a variety of applications. Their booths will be a hub of discovery for brands looking for unique and custom pouch solutions that can be produced quickly and sustainably.

The innovations highlighted at Labelexpo will be a testament to the industry's focus on key product categories. Visitors will get an up-close look at the latest eco-friendly digital printed pouches made from compostable, biodegradable, or recyclable materials. Manufacturers will also be demonstrating high-performance product lines such as resealable and stand-up pouches, which enhance convenience and shelf visibility. In the realm of technology, smart packaging with integrated QR codes is enabling a new level of consumer interaction and product authentication, as exemplified by Sonoco's smart-labeled pouches for the pharmaceutical industry. This emphasis on technological advancement is complemented by the push for high-barrier and sustainable pouches, which are crucial for preserving food quality and extending

shelf life.

Ultimately, the digital printed pouch market is a reflection of a broader, more strategic shift in the industry. Manufacturers are embracing a future roadmap defined by AI-driven printing optimization, robotics-assisted manufacturing, and a comprehensive focus on sustainable materials. The integration of IoT-enabled tracking and the use of high-resolution, eco-friendly inks are not just fleeting trends but long-term drivers of efficiency and sustainability. Labelexpo 2025 is poised to be an unmissable event for anyone in the industry, offering a comprehensive look at how digital technology is empowering brands of all sizes to deliver innovative, impactful, and responsible packaging solutions that meet the evolving needs of consumers.

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About Labelexpo Europe 2025

Labelexpo Europe is the world's largest event for the label and package printing industry. The show, which takes place every two years, features live demonstrations of the latest machinery, materials, and technologies from over 600 exhibitors. It is a vital platform for networking, education, and discovering the latest trends shaping the future of the industry.

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Rahul Singh

Future Market Insights Inc.

+1 347-918-3531

[email us here](#)

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