

PRESS RELEASE

AMI identifies growth opportunities in the global Thin Wall Packaging segment

AMI, Bristol, 13/02/2020 – AMI Consulting has published its authoritative report defining and sizing the global Thin Wall Packaging industry. The report aims to support the development of robust participation strategies by equipping industry players with a full understanding of the source and scale of potential for future development, growth dynamics, market drivers and competitive pressures.

Thin Wall Packaging (TWP) accounts for 12% of the global packaging production, equivalent to 18 million tonnes. It is a market with a clear definition in Europe, but not globally. AMI Consulting has been instrumental in aiding the process of industry segmentation, quantification and strategy development.

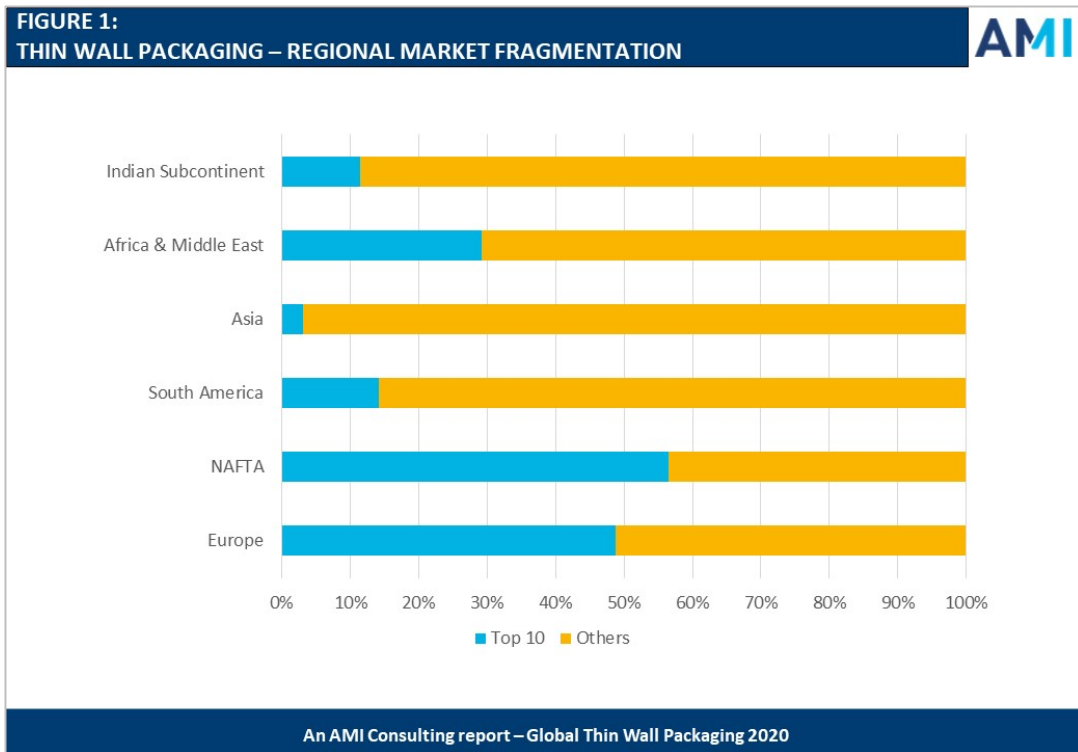
Each of the global regions shows different level of market maturity, influenced by socio-economic factors. Local culture-driven applications and market idiosyncrasies have shaped preferred thin wall packaging formats in different regions, for example water cups in Indonesia, labneh in Turkey or dates in Saudi Arabia. Nevertheless, there is a high level of standardisation as far as process technology and materials are concerned.

Fuelled by consumer demand for convenient and attractive packaging solutions, Thin Wall Packaging is increasing its penetration versus traditional media and flexible plastics. The growth is facilitated by the expansion of centralised retail distribution, on-the-go convenience formats, and technological advancement in plastics engineering, food processing and packing.

Global Thin Wall Packaging supply is very fragmented, with top 25 producers globally account for just 25% of supply. Market fragmentation varies by region. NAFTA is the most consolidated region with top 10 players accounting for 56%, while in Asia top 10 players account for just 3%. The industry actively is consolidating, and the leaders attempted to re-define and re-structure their businesses to maximise technical competence and to create a stronger negotiation platform. Global giants like Berry Global (now incorporating RPC Group), Paccor or Klöckner Pentaplast, have changed industry dynamics.

Only by probing into the activity of both large and smaller producers can the size and structure of demand be properly demonstrated, and the variations by end-use application highlighted. This depth of analysis serves to highlight opportunities and threats by end-use application and provides insight into winning supplier strategies. A clear business definition and portfolio strategy are fundamental in exploiting the forward opportunity, based on:

- Assessing the scale of demand
- Understanding the growth potential
- Exploiting internal competences, and
- Appreciating the competitive dynamics and degree of threat.



[Global Thin Wall Packaging 2020](#) published in January 2020 by AMI Consulting

FURTHER INFORMATION:

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About AMI:

We are the leading provider of [information](#), [market intelligence](#) and [conferences](#) for the global plastics industry. Our business is underpinned by our talented staff and our unique databases. Our Consultants, Researchers, Writers and Event Organisers include many of the most respected experts in their fields.

We can help you grow your business by identifying exciting market opportunities, new customers and innovative technologies from our intimate understanding of the global plastics processing industry, knowledge of how the markets have changed and where they are heading.

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