

# Packaging printing: A highlight at drupa

Market forecasts expect a clear sales increase in the global packaging market

Half of the world's population live in urban areas. According to forecasts of the United Nations, the number of urban dwellers who need to be provided with food and all other daily consumer goods will swell to five billion by 2030. A huge challenge which can only be managed with the proper logistics. Packaging plays a vital part in it.

In this connection, market forecasts expect a clear sales increase in the global packaging market. With annual rates of four per cent, the sales volume will rise to 975 billion US Dollar by 2018, predicts the market research company Smithers Pira. This is equivalent to approximately 865 billion Euro.

## Sustainable and recyclable packaging

The most important drivers are the growing middle classes in the BRIC countries. Technical improvements, decreasing cost as well as the demand for sustainable, recyclable packaging are additional drivers of the market. Asia with its six per cent growth rates is offering the best prospects. By 2018, the Asian packaging market is expected to account for 40 per cent of the world market.

## A new chance

For the manufacturers of printing and paper technology, the development of this market is offering the chance to compensate declining

business in the graphic sector. According to Smithers Pira, the share of packaging and label printing in total sales will have risen significantly by 2018 and will then, amounting to 530 billion US Dollar (~ 472 billion Euro), account for half of the total print market. Even if the digital printing processes grow strongly with rates far above the average – the analysts project annual growth rates of 13.4 per cent

until the end of this decade –, the traditional methods in the packaging sector will remain the guarantors of sales.

Smithers Pira estimates the current sales volume of digital packaging printing at 10.5 billion US Dollar (equivalent to approximately 935 billion Euro), which corresponds to a market share of slightly less than 2.5 per cent in

the world market for packaging printing. Due to the growing importance alone, packaging printing is predestined for being a highlight at drupa 2016, the worldwide leading exhibition for graphic and industrial printing. Nevertheless, the technological developments in connection with the enhancement of printed packages, the better and better integration of printing technology into the process chains

of the packaging industry as well as the dynamic growth area of digital printing are worth a closer look too. A good opportunity to do that is provided, inter alia, by the touchpoint for packaging, the presentation programme in the drupa cube as well as the drupa innovation park – and, of course, the booths of the exhibitors.

## Remaining one of the leading subjects

Even beyond drupa 2016, packaging printing will remain one of the leading subjects for the German manufacturers of printing and paper technology. The Printing and Paper Technology Association, for instance, is actively involved in the Packaging Forum of the VDMA in order to intensify the exchange of experience among the manufacturers of packaging machines, in order to coordinate international exhibition activities and to initiate joint research projects. It is all about grasping the chances – and shaping the growth in the packaging market with advanced technology on a long-term basis.

## Background

Nowadays, some 1.3 billion tons of food perish every year due to the lack of adequate packaging in the supply chain from the field to the consumer. Depending on the region, 20 to 40 per cent of all available food ends up as waste. Packaging is the key that can end this wastage.



Packaging printing is one of the major highlights at drupa 2016, e.g. at the touchpoint for packaging, within the presentation programme in the drupa cube as well as the drupa innovation park.

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