

## MARKET REPORT

# The Future of Retail-ready Packaging to 2024

## In this report:

### Our exclusive content:

- In-depth quantitative market research projections, by value and volume, for growth corrugated fibreboard and plastic retail-ready packaging formats across 2014–24
- Critical analysis of key packaging and retail industry trends
- Over 200 data tables and figures segmenting the market by end use, pack type, region and country.

As retail models and shoppers expectations adapt to an increasingly dynamic globalised culture, retail and shelf-ready packaging remain essential tools for brand owners to optimise their in-store connection to customers.

The global retail-ready packaging (RRP) market is set for good growth over 2019–24. This latest dedicated Smithers study tracks how market value will increase from around \$60 billion in 2019 to over \$77 billion in 2024, representative of a CAGR of 5.2%.

Demographics and the expansion of retail footprints in new markets will drive much of the growth in this segment; as will the evolution of convenience and discount format stores. In established markets innovation in design, the demand for greater sustainability, and the desire to provide greater shelf-appeal to the consumer will be top priorities.

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PACKAGING SERIES

# This Report:

## What will you discover?

- What the key growth national markets for retail-ready packaging will be across 2019–24
- Which end-use segments present the most potential for innovation in retail-ready packaging formats
- How shifts in retailing, the emergence of e-commerce and digital printing will help redefine the future of retail-ready packaging
- What opportunities the demand for sustainability in primary packaging will create for retail-ready converters.

## What methodology is used?

This Smithers study is driven by an extensive programme of primary and secondary research, including interviews with key personnel from across the retail-ready packaging value chain. This is combined with original secondary research in the form of an extensive literature review of market and company reports, magazine and journal abstracts, trends, and trade association data.

## Who should buy the report?

- Corrugated and fibreboard suppliers
- Packaging equipment manufacturers
- Brand owners and retailers
- Packaging converters
- Industry consultants and analysts

## For more information about Smithers Market Reports or Consultancy:

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  - Eastern Europe
  - Middle East
  - Africa
  - Asia-Pacific
    - China
    - India
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