

BRAND DIFFERENTIATION
SMART PACKAGING WITH
 TIME/TEMPERATURE INDICATORS
 SMART AND ACTIVE PACKAGING
PACKAGING FROM BIOPLASTICS
 PAPER AND CARDBOARD
 PACKAGING WITH BARRIER EFFECT

PACKAGING TRENDS IN 2017

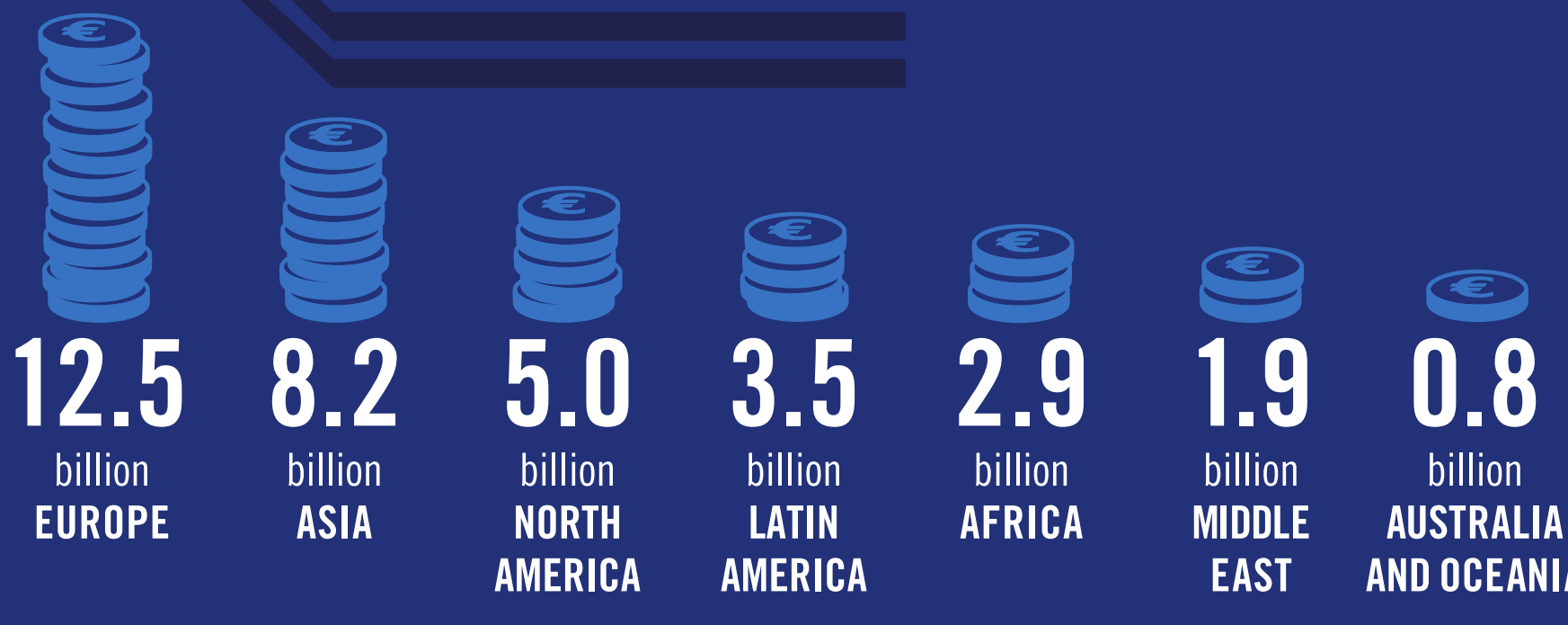
THE FOOD PROCESSING / PACKAGING AND PHARMACEUTICAL INDUSTRIES

EUR 38 BILLION
 SALES UNTIL 2015

52 %
INCREASE

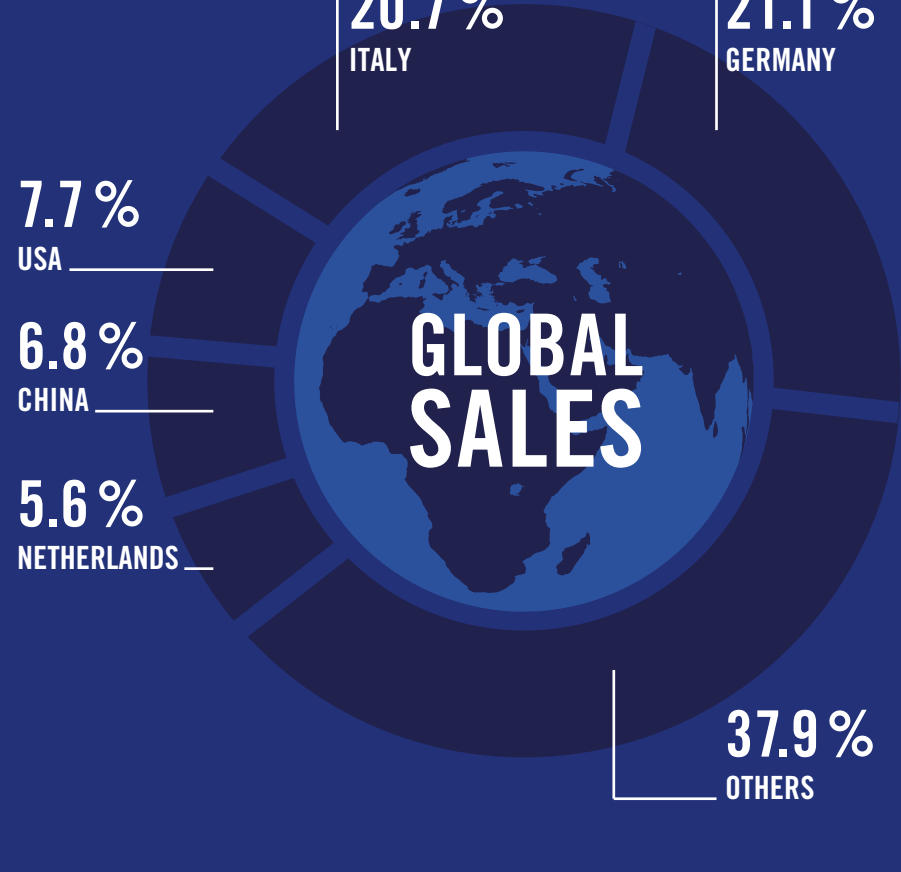
IN INTERNATIONAL
 FOREIGN TRADE

with food-processing and pack-
 aging machines since 2005



GERMANY HAS THE LARGEST NUMBER OF SUPPLIERS OF THESE MACHINES
TOP 5

COUNTRIES SUPPLYING FOOD PROCESSING AND FOOD PACKAGING MACHINERY – BY GLOBAL EXPORT MARKET SHARES



13 %
INCREASE

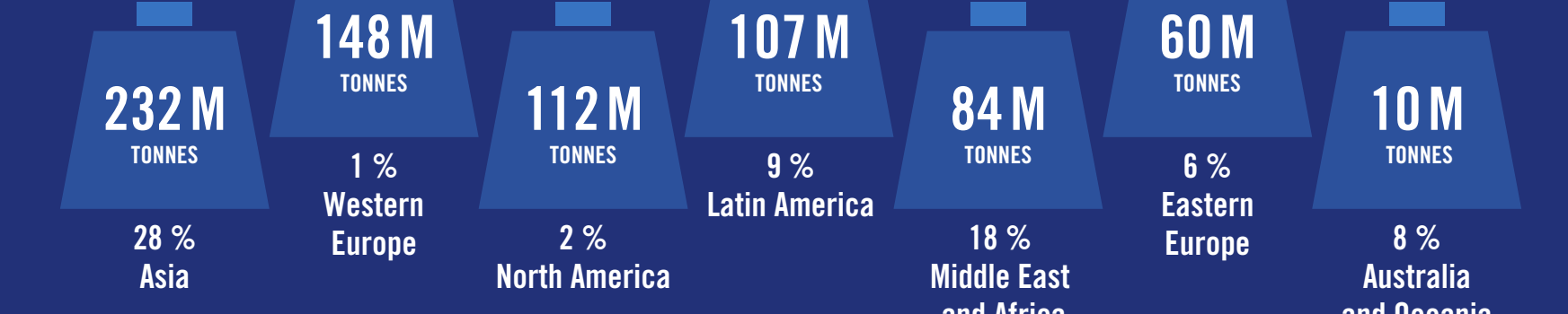
FROM 753 MILLION (2015)
 TO 851 MILLION
 TONNES SOLD (2020)

INCREASING DEMAND FOR PACKAGED FOOD



GROWTH DISTRIBUTION IN 2015

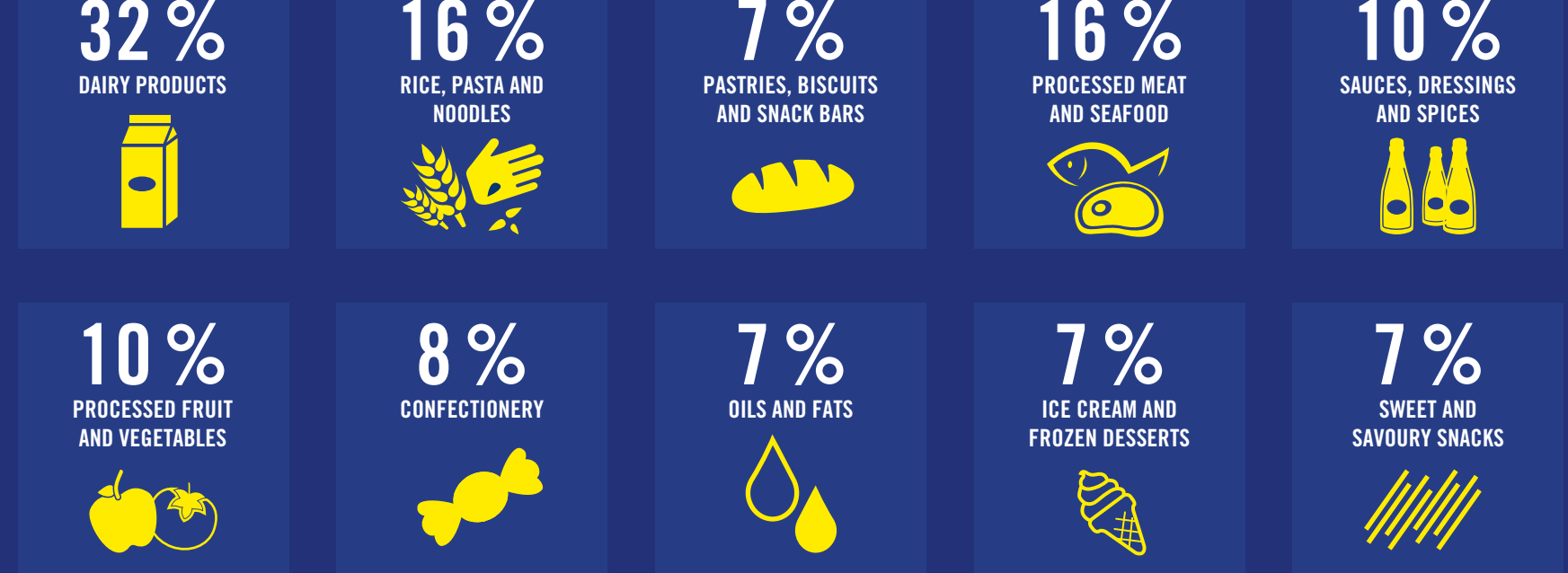
PERCENTAGES INDICATE GROWTH IN EACH REGION



SPECIAL DRIVERS: EMERGING ECONOMIES, COUNTRIES WITH LOW PER CAPITA INCOME, MIDDLE EAST, ASIA AND AFRICA

RISE OF TOP 10 INDUSTRIES

FOR PACKAGED FOOD (TONNES SOLD BETWEEN 2015 AND 2020)



INCREASING DEMAND FOR PHARMACEUTICAL PRODUCTS

31 %
RISE IN

EXPENSES, FROM EUR 963 BILLION
 IN 2015 TO EUR 1.3 TRILLION IN 2020

THIS DEVELOPMENT IS DRIVEN, IN PARTICULAR,

BY THE 17 COUNTRIES OF THE

“PHARMERGING MARKETS”



+11 %
INCREASE
BY 2019

GLOBAL PACKAGING SALES

WITHOUT PHARMACEUTICAL
 OR INDUSTRIAL PACKAGING

TOP 7

REASONS FOR THESE DEVELOPMENTS

- Growing global population
- Increasing urbanisation
- Higher levels of employment
- Increasing levels of income
- Demographic change
- Smaller households
- Consumerism among younger generations in Asia, Latin America and Africa

FOOD PACKAGING TRENDS

AROUND THE WORLD

- 3/5 of UK consumers pay considerable attention to **drinks packaging formats**
- 52 % of US citizens are attracted to **unusual or eye-catching packaging**
- 44 % of Chinese consumers would like to see **personalised packaging** for their soft drinks