Printed Flexible Packaging Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Flexible & Barrier Packaging (Packaging)
> **Source:** https://www.mordorintelligence.com/industry-reports/printed-flexible-packaging-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 124.51 billion
Projected Forecast (2031)	USD 124.51 billion
Growth Rate (CAGR)	6.27 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

```
![Major players in Printed Flexible Packaging industry](images/chart_2.png)

![Printed Flexible Packaging Market Summary](images/chart_3.png)

![Printed Flexible Packaging Market: Market Share by Printing Technology](images/chart_4.png)

![Printed Flexible Packaging Market: Market Share by End-User Industry](images/chart_5.png)

![Printed Flexible Packaging Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Printed Flexible Packaging Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
```

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 124.51 Billion |
Market Size (2031) | USD 168.76 Billion |
Growth Rate (2026 - 2031) | 6.27 % |
Fastest Growing Market | Middle East and Africa |
Largest Market | Asia Pacific |
Market Concentration | Medium |

Major Players*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Printed Flexible Packaging Market Analysis by Mordor IntelligenceThe printed flexible packaging market size is projected to expand from USD 117.84 billion in 2025 and USD 124.51 billion in 2026 to USD 168.76 billion by 2031, registering a CAGR of 6.27% between 2026 and 2031. Growth is being supported by stronger brand spending on pack appearance, wider adoption of recyclable structures, and higher demand for packaged goods across emerging economies. The printed flexible packaging market is also benefiting from the shift toward shorter product cycles, local pack versions, and promotional runs that need faster print response from converters. Healthcare demand is driving support at the higher-value end because serialization, traceability, and clean-substrate requirements are becoming stricter across regulated packaging applications. Food and beverage continues to provide the largest volume base in the printed flexible packaging market, while better margins are appearing in premium structures that combine print quality, barrier performance, and sustainability claims. Competition is becoming tighter as larger converters add capacity, pursue acquisitions, and invest in mono-material films and advanced print lines, while resin, foil, and ink cost swings continue to pressure profitability.

Key Report Takeaways* By printing technology, flexography captured 49.34% share of the printed flexible packaging market in 2025.
* By packaging type, the printed flexible packaging market for the pouches segment is projected to grow at a 7.43% CAGR between 2026 and 2031.
* By end-user industry, food and beverage captured 47.08% share of the printed flexible packaging market in 2025.
* By substrate, the printed flexible packaging market for the paper-based materials segment is projected to grow at a 7.03% CAGR between 2026 and 2031.
* By geography, Asia-Pacific captured 37.89% share of the printed flexible packaging market in 2025.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Printed Flexible Packaging Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Rising Demand for Shelf-Ready Retail Packaging | +1.2% | North America and Europe, with spill-over to Asia-Pacific | Short term (≤ 2 years) |
Faster Adoption of High-Barrier Mono-Material Structures | +1.4% | Europe core, spill-over to Asia-Pacific and North America | Medium term (2-4 years) |
Growth in Short-Run Digital and Versioned Printing | +0.9% | Global, with early gains in Asia-Pacific and North America | Short term (≤ 2 years) |
Expansion of Packaged Food and Convenience Consumption | +0.8% | Asia-Pacific, Middle East and Africa | Long term (≥ 4 years) |
Shift Toward Lightweight and Material-Efficient Packs | +0.7% | Global | Medium term (2-4 years) |
Sustainability-Led Conversion from Rigid to Flexible Formats | +0.6% | Europe and North America | Medium term (2-4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The printed flexible packaging market is moderately fragmented, with a limited group of global converters competing alongside a much broader field of regional a nd specialty suppliers. Amcor plc, Mondi plc, Constantia Flexibles, and Huhtamaki Oyj remain among the most visible large-scale names because they combine material development, converting scale, and multinational customer relationships. The Amcor and Berry Global combination, completed in April 2025, created a much larger packaging platform with broad reach across consumer, healthcare, and film applications, increasing the scale pressure felt across the printed flexible packaging market. In March 2026, TC Transcontinental completed the sale of its packaging business to ProAmpac for CAD 2.1 billion (USD 1.53 billion), further consolidating North American printed flexible packaging and widening ProAmpac's operating footprint. These moves show that scale, financing capacity, and the ability to invest across print and substrate technology are becoming more important competitive tools.

Competition in the printed flexible packaging market is now centering on 3 practical areas: recyclable mono-material capability, digital print integration, and the ability to meet regulated packaging requirements. Amcor's March 2026 investment in Italy strengthened its position in recycle-ready high-barrier films, which showed how major companies are aligning film design and print compatibility in one platform. Siegwerk's 2025 work with Borouge and TPN Food Packaging showed another path to differentiation because de-inkable high-barrier mono-material pouches can give converters a better position when brand owners want both shelf performance and recyclability.[4]Siegwerk, "Borouge, Siegwerk, and TPN Food Packaging Launch Fully Recyclable Mono-Material Packaging Solution," Siegwerk, siegwerk.com Amcor's April 2026 collaboration with Metsä Group and G. Mondini also showed that direct digital printing is becoming part of broader commercialization strategy rather than a limited niche feature.

The printed flexible packaging market still leaves room for regional and specialist converters because many customers need short runs, local service, or narrow technical expertise rather than only scale. Printpack's 2025 performance at the Flexible Packaging Association Achievement Awards showed that product development, sustainability work, and shelf impact remain meaningful points of distinction below the very largest global players. Coveris also expanded capability through a EUR 9.5 million (USD 10.45 million) investment at its Halle facility in Germany, reinforcing the idea that targeted site upgrades remain an active competitive lever in the printed flexible packaging market. Overall, the competitive picture is becoming firmer at the top, but the market is still broad enough that mid-sized specialists can remain relevant when they offer clear technical or regional advantages.

Printed Flexible Packaging Industry Leaders* Amcor plc

* Huhtamaki Oyj

* Constantia Flexibles Group GmbH

* Sealed Air Corporation

* Mondi plc

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Printed Flexible Packaging Market Report ScopeThe Printed Flexible Packaging Market refers to the segment of the flexible packaging industry that incorporates printed designs, branding, and information directly onto packaging materials. This type of packaging is widely used across various industries, including food and beverages, pharmaceuticals, and personal care, due to its ability to enhance product appeal and provide essential information to consumers.

Printed Flexible Packaging Market Report is Segmented by Printing Technology [Flexography, Rotogravure, Digital (Inkjet, Electrophotography), and Other Printing Technologies], Packaging Type [Pouches (Stand-up, Flat, Spouted), Rollstock and Films, Bags and Sacks, Labels and Shrink Sleeves, and Other Packaging Types], End-User Industry (Food and Beverage, Healthcare and Pharmaceuticals, Personal Care and Cosmetics, Home Care and Industrial, and Other End-User Industries), Substrate [Plastics (PE, PP, PET, Others), Paper and Paper-based, Aluminum Foil and Metallised Films, and Other Substrate Types], and Geography (North America, South America, Europe, Asia-Pacific, and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

By Printing TechnologyFlexography |
Rotogravure |
Digital (Inkjet, Electrophotography) |
Other Printing Technologies |

Segmentation Accordion Item

By GeographyNorth America | United States |
 | Canada |
 | Mexico |
South America | Brazil |
 | Argentina |
 | Rest of South America |
Europe | Germany |
 | United Kingdom |
 | France |
 | Italy |
 | Spain |
 | Russia |
 | Rest of Europe |
Asia-Pacific | China |
 | Japan |
 | India |
 | South Korea |
 | Australia |
 | Thailand |
 | Indonesia |
 | Rest of Asia-Pacific |
 | |
Middle East and Africa | Middle East | Saudi Arabia |
	United Arab Emirates
	Turkey
	Rest of Middle East
Africa	South Africa
	Nigeria
	Egypt
	Rest of Africa

Frequently Asked Questions

What is the current and forecast size of the printed flexible packaging space?

The printed flexible packaging market was valued at USD 117.84 billion in 2025, stands at USD 124.51 billion in 2026, and is forecast to reach USD 168.76 billion by 2031 at a 6.27% CAGR.

Which printing technology is growing the fastest in printed flexible packaging?

Digital printing is projected to expand at an 11.71% CAGR through 2031 because brand owners increasingly need shorter runs, versioned packs, and faster turnaround.

Which packaging format leads demand in printed flexible packaging?

Pouches led with a 35.98% share in 2025 because they combine shelf visibility, convenience, and broad use across food, healthcare, and personal care.

Why is healthcare becoming more important for printed flexible packaging suppliers?

Healthcare and pharmaceuticals is projected to grow at a 7.58% CAGR through 2031 as serialization, coding, and compliance requirements raise the value of precise printed content.

Which substrate is growing the fastest in printed flexible packaging?

Paper and paper-based substrates are projected to expand at a 7.03% CAGR through 2031, even though plastics still held the largest share at 46.23% in 2025.

Which region offers the strongest growth outlook for printed flexible packaging?

The Middle East and Africa is forecast to grow at a 7.04% CAGR through 2031, while Asia-Pacific remained the largest regional market with a 37.89% share in 2025.