



# Market Assessment for Specialty Polyethylene and Polypropylene Packaging for the F&B Industry – Packaging

Case Study

<b>Client</b>	A leading operations consulting & process technology company
<b>Industry</b>	Packaging in F&B
<b>Products</b>	Specialty polyethylene (PE) and polypropylene (PP)

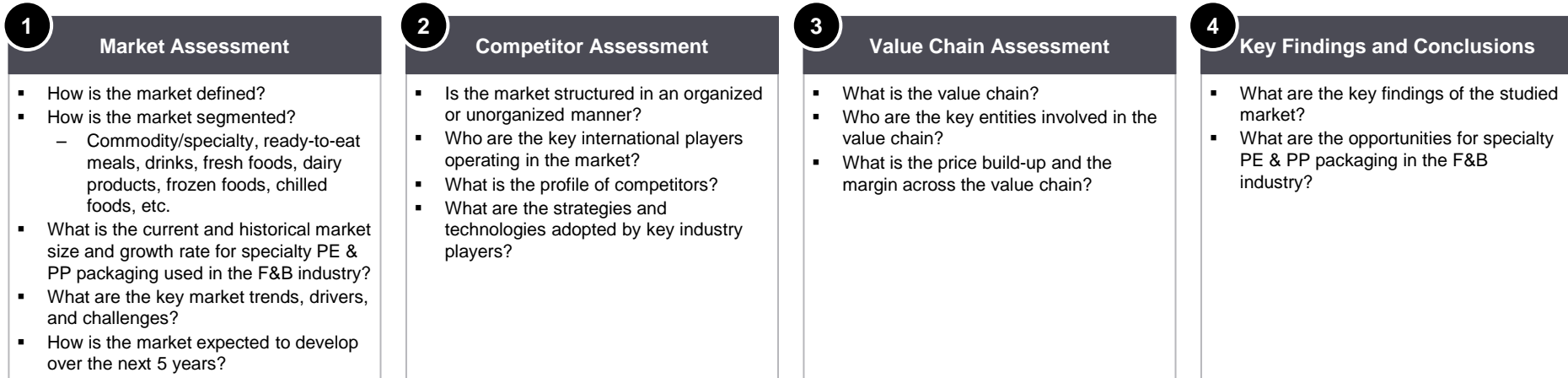
### Context

- The client wants to conduct a market assessment study focused on high-margin and high-value specialty PE & PP packaging in the F&B industry, in major ASEAN countries.
- The client also wants to understand the possible business opportunities in the market.

### Key Business Questions

- Overall market size for specialty PE & PP in the F&B industry, expected growth rates of end user segments, and emerging market trends and technologies
- Value chain analysis for specialty packaging products
- Detailed understanding of domestic and international competitors, their market positions, growth strategies, and key technological innovations

## Engagement Scope



# Research Methodology

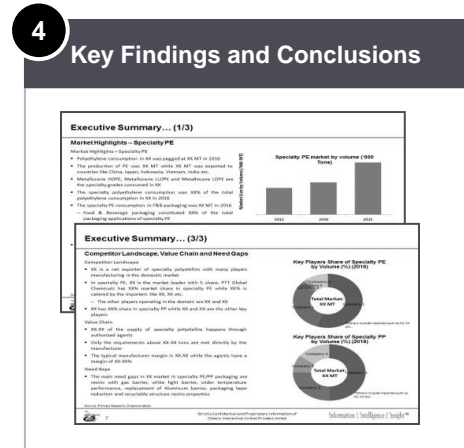
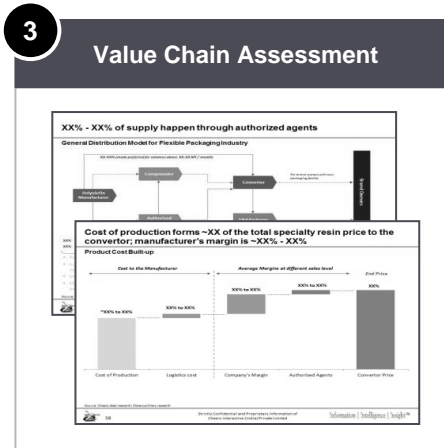
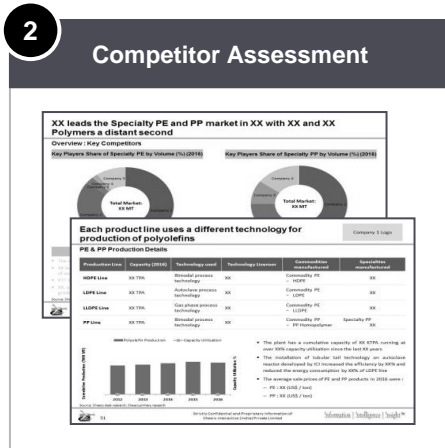
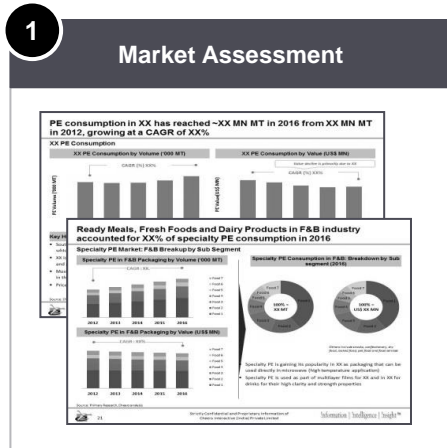
## Secondary Research

- Conducted desk research to understand the overall market in target ASEAN countries
- Referred to paid databases such as Bloomberg, Chemical Weekly, and ICIS

## Primary Research

- 75+ telephonic interviews conducted with manufacturers, distributors, packagers, compounders, converters, and brand owners

# Sample Analysis



# Benefits to Client

- The report helped the client understand the potential of the specialty PE & PP packaging market in select ASEAN countries.
- It also helped the client identify the largest as well as the fastest-growing segment in the market, that is, the F&B industry.
- The client was also advised on the unmet and emerging packaging needs across different regions.

# Thank you

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