

Food and Drink Packaging - UK - November 2019

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This report looks at the following areas:

- As the plastic packaging sector is facing considerable challenges on several fronts, what is the industry's response?
- Smart packaging innovation is picking up pace

The core role of packaging is to protect products and to keep food and drink fresher for longer.

As the retail environment and shopping habits evolve and supply chains become more complex, there are more demands on packaging. Increasingly, packaging is expected to build brands, enhance customer experience and make supply chains more efficient. All of this has to be done in a sustainable way.

The value of the UK market for food and drink packaging has fluctuated moderately over the last five years. In 2019, the market is projected to expand by 1.5% to £7.39 billion, fully offsetting the marginal decline recorded in 2018.

Over the last two years the UK food and drink packaging sector has reported challenging market conditions, reflecting a combination of Brexit uncertainty and higher input costs, exacerbated by the devaluation of Sterling. Cost pressures in the food industry have also made it difficult for packaging manufacturers to pass on any of their cost increases to their end customers, resulting in increased pressure on margins.



“Key drivers in the food and drink packaging market include: demographic changes (ageing population and rise in single-person households); busier lifestyles and convenience packaging; growing focus on light-weighting, sustainability and plastic replacement; brand owners looking for more connectivity with consumers and on-shelf differentiation.”

– **Claudia Preedy, B2B Analyst**

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