



# Opportunities in Indian Packaging Sector





**OVERVIEW**

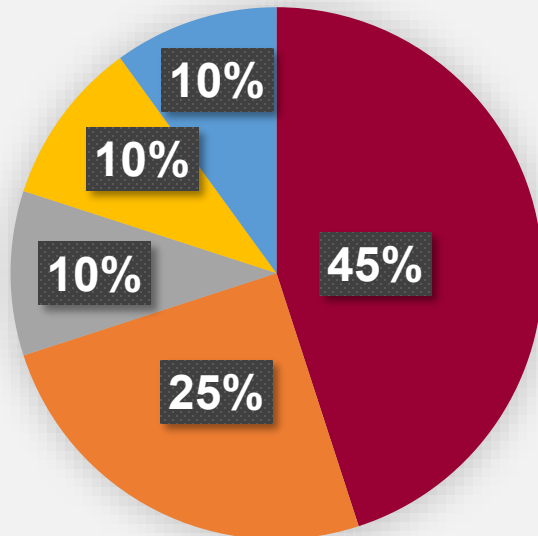
**USD 75 billion**

Indian Packaging Sector  
 (2019)

**USD 103 billion**

Indian Packaging Sector  
 (2025)

**Packaging Materials and Machinery - End Users (by volume)**



- Food Processing
- Pharmaceutical
- Personal and Homecare Products
- Hot Beverages
- Industrial Products

**Key Investments**

**Hoffmann Neopac (Switzerland)**  
**Constantia Flexibles (Austria)**

**Schott (Germany)**  
**Huhtamaki (Finland)**

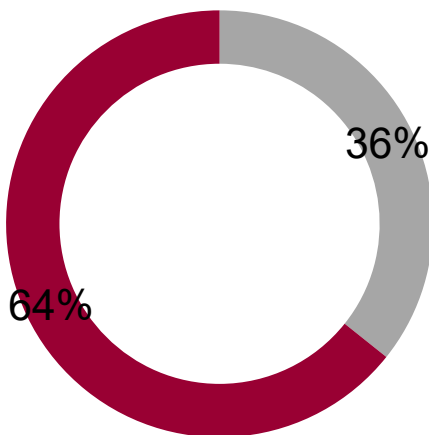
Sources: Federation of Indian Chambers of Commerce and Industry (FICCI), Mordor Intelligence, Wisconsin Economic Development Corporation, Media releases



## KEY SEGMENTS

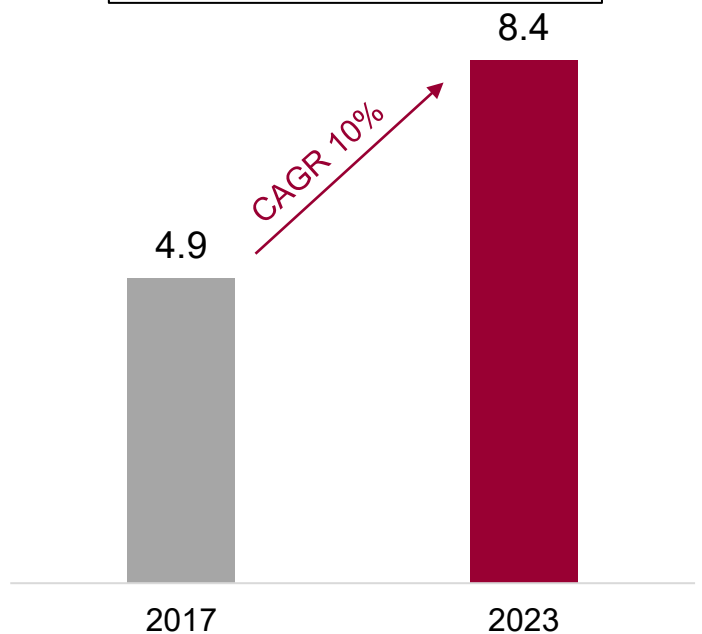
Packaging sector in India is classified into rigid and flexible segments based on the type of material with flexible packaging accounting for nearly two-thirds of the entire sector. Though food processing sector accounts for 50% of consumption of flexible packaging products, the pharmaceutical packaging sector is set to witness over 9% growth to value at USD 3.6 billion by 2023.

**Packaging Sector Segments**  
 (by value)



■ Rigid ■ Flexible

**Flexible Packaging Growth**  
 (Values in USD billion)



Note: CAGR – Compound Annual Growth Rate  
 Sources: Food Pex India, Research & Markets



## OPPORTUNITIES

### Leverage the sustainable packaging segment



Synthetic paper, jute, paper, and agricultural waste as flexible packaging material gaining popularity

### Supply to booming customer industries

Growth in Indian e-commerce, organised retail, FMCG, and online food aggregators to boost demand



### Drive innovation and technology

Smart packaging for product management and tamper protection are expected to become a norm



## GROWTH DRIVERS



Pharmaceutical industry to upgrade packaging processes and systems in compliance with GMP. Product safety and packaging standards are adopted by the industry and promoted by the regulators.



Lower tax rates for new manufacturing firms. Government's plan to phase out single use plastics has sparked innovation.



Increasing disposable income levels and rising demand for packaged food and FMCG products.

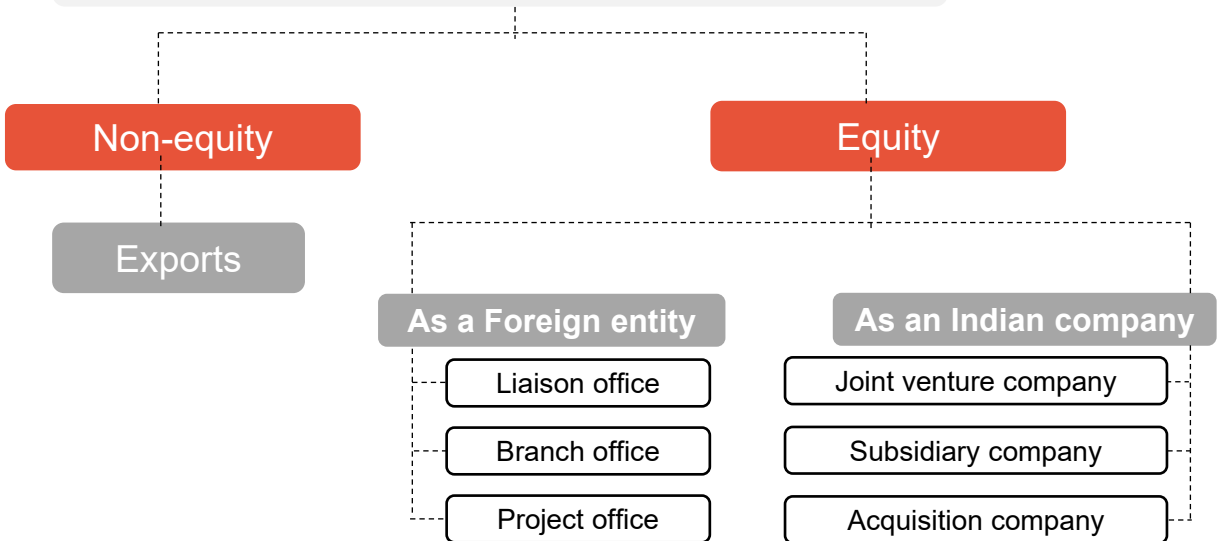


Brands planning to shun plastic for eco-friendly options. Sustainable sourcing, packaging and labelling emerging as key product differentiator.





## Packaging Sector – India Presence



Export of packaging equipment and products to the Indian market allows companies to initially gauge the sector, establish customer base, and analyse geographies where demand and feasibility of establishing a business in India is higher. Post developing an understanding of the Indian market, foreign companies can set up their operations by entering into strategic partnerships with Indian entities or by establishing their subsidiaries. This allows access to established distribution and marketing ecosystem for expanding the business and providing the much-sought technology to drive innovation.