

Increasing Importance of Lightweight Packaging

Factors such as consumer convenience, increasing need to reduce packaging costs and environmental sustainability has led to lightweight packaging gaining significant importance across sectors



Influenced by

Changing urban consumer lifestyle and increasing demand for on-the-go food & beverages is positively influencing the demand for light weight packaging

Increased replacement of metal and glass by PET with the aim to reduce weight of packaging materials and to make it more consumer and travel friendly

Cost savings associated with lighter packaging owing to lesser freight charges and shipping costs without having to reduce the quantity of materials is influencing packaging companies to adopt light weight packaging



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Mono-Materials

- A single material used for the entire product packaging reducing the packaging cost
- Companies such as LINPAC Packaging use super lightweight rPET trays for meat and poultry retailers and packers across Europe

Hybrid-Materials

- Generally a combination of plastic and calcium carbonate & offers the advantage of being recycled
- ECOLEAN AB is one of the leading manufacturer manufacturing hybrid materials

Biopolymers

- Materials sourced biologically thereby reducing dependence of petrochemical based products
- Poly-lactic acid, Bio-polypropylene, Bio-polyethyelene, Starch are some of the key materials

Datamatics View

The increasing demand for eco-friendly packaging is resulting in plastic manufacturers and packaging companies shifting their focus towards lightweight packaging. Inclination towards organic packaging of premium food items, medicines and other consumer goods will propel overall market growth of light weight packaging

Implementing strategies for branding and customer acquisition will play a pivotal role in the coming years for the sector .

For assessing the current and future scenario of lightweight packaging, please contact us at marketing@datamaticsbpm.com

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