



# The Consumer Packaging Markets in India

## An in-depth industry analysis from Madras Consultancy Group

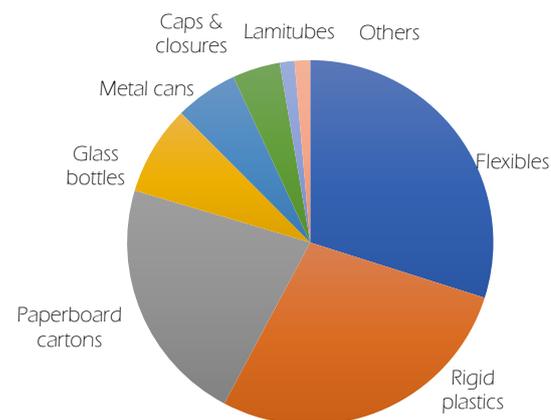
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The overarching theme of the Consumer Packaging industry in India now is safety and sustainability. Heightened consumer awareness supported by Government regulations have shaped the direction and choice of consumer packaging medium in the recent past and the trend is expected to continue.

The spread of the Covid-19 pandemic since January 2020 and the ensuing lockdowns have resulted in a major set-back for most industries globally. Supply chain disruptions and manpower shortages have resulted in severe challenges even for the well-oiled FMCG retail distribution channels. With the gradual lifting of the lockdowns in some parts of the country since June 2020, manufacturing operations are slowly limping back. With greater focus on health and hygiene, the tendency to purchase branded and packaged products is set to grow and is expected to provide an impetus to the consumer packaging market in the medium to long term.

The Indian consumer packaging market witnessed a slowdown in 2019-20 accentuated by the nationwide lockdown enforced during H1 2020-21 on the backdrop of the spread of the covid-19 pandemic since Q4 2019-20. Consumer packaging market in India is estimated at around INR 998 billion in 2019-20

Consumer packaging market in India: Break up by segment  
Total: INR 998 billion (US\$ 14.2 billion)



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Key questions addressed in this industry analysis report:

What is the size of the Indian consumer packaging market?  
What are the growth prospects ?

What is the market share of the key packaging media viz flexible, rigid plastics, paperboard, metal can, glass, caps & closures as well as lamitubes?

What are the applications of each medium across food, beverage and non-food packaging and the recent trends?

Where are the most noteworthy growth markets for each packaging medium across user segments?

What is the impact of the spread of covid-19 pandemic and the ensuing lockdown on retail/FMCG markets in general and on packaging formats in particular?

This syndicated report entitled "The Consumer Packaging Markets in India- an industry report" prepared by Madras Consultancy Group (MCG), Chennai, is the 3rd update of the earlier editions published in 2013 and 2017. The report is being released in the midst of extreme economic uncertainties arising out of the Covid-19 pandemic and offers a moderate view of the impact of the pandemic/lockdowns. The report provides an independent and comprehensive analysis of the consumer packaging industry and forecasts till 2024-25.

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