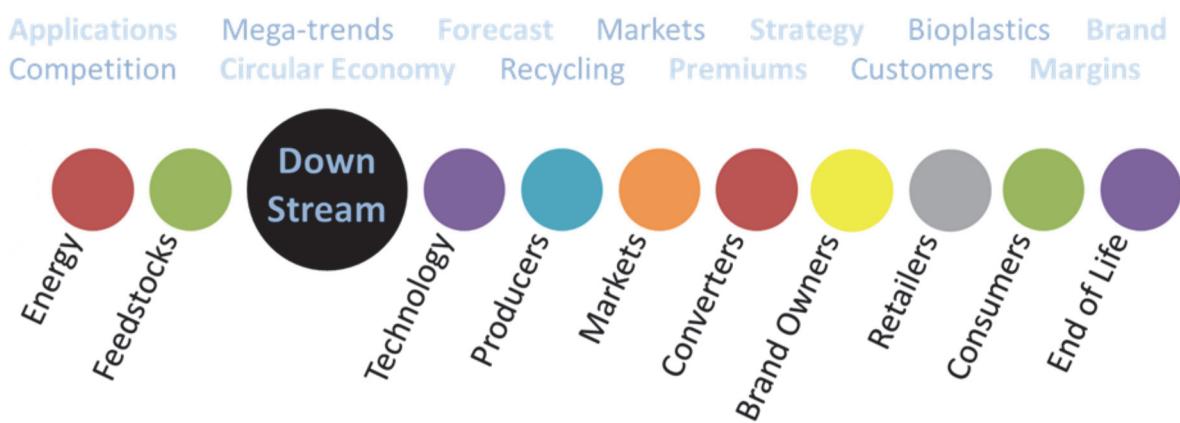




Innovation Drivers

Impact of Changing Demographics & Food Tastes on Packaging

January 2018



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Changing Demographics & Food Tastes are Driving Innovation in Packaging



Considering the major role played by plastics in supporting quality of life, it's only logical for the industry to be significantly impacted by large transformative global forces.

These forces are large in scale, high in impact and are often interdependent. These "megatrends" can span decades and even lifetimes, influencing a wide range of activities, processes and perceptions in society, industry and government.

To understand and project what may happen in polyolefins markets it's important to understand what can occur to any influencer of this business, both up & downstream.

Millennials are driving growing demand for on-the-go formats, like spout pouches for drinking (health-conscious) yogurts, which are convenient for single usage and provide excellent protection against moisture, oxygen and light. This generation is also a large contributor to the rising number of single-person households, another trend which is driving growth for resealable packaging and portable containers.

In less than a decade, people 65 and over will start to outnumber children 5 and under for the first time in human history. This increase in the numbers of retired people will fuel developments and demand for goods and services linked to older people. This is a tremendous opportunity for healthcare markets in particular, where traditional growth has come largely from material substitution.

The aging population is driving development and innovation from rigid packaging (easy-grip, comfortable lifting of heavier bottles) to outdoor recreation (contoured benches, gardening aids) where new products are helping this generation stay active and comfortable while enjoying the outdoors.



Not only is what we eat changing, so is the way we shop. On-line shopping and home delivery is becoming more and more popular with both ship-from and ship-to options expanding at a breakneck pace.

As a result, packaging must be optimized to consider evolving transport and storage conditions – opening opportunity for innovation in a variety of applications including caps & bottles, where the package and closure have growing influence on the purchasing decision.

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Polyolefins Supply, Demand &
Trade Forecasts

DEEP-DIVE DATA

- Demand & Forecast
 - by Resin Type
 - by Region & Country
 - by Market & Application
- Trends & Drivers
- Supply & Forecast
 - Utilization Rates
 - Planned Additions
 - Technology Share
- Supplier Strategies
 - Investments
 - Feedstocks
 - Technology
 - Products

Plastic Converters &
Compounders Database

FULL SEARCH & EXPORT

- Plant Location / Ownership
- Resins Used / Annual Volume
- Markets Served
- Manufacturing Process
- Specific Items Manufactured

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Light Stabilizers
Lubricants/Mold Release Agents
Nucleating/Clarifying Agents
Organic Peroxides
Plasticizers
Slip Agents

2018 Global Market Studies

Polypropylene (PP)
Specialty PP
PP Compounding
Polyethylene (PE)
HDPE Bi-Modal & HMW
EVA
LLDPE C6/C8 & Metallocene
Ethylene Based POP/POE
Functionalized Ethylene Copolymers
Plastics Additives 9
Stabilizer Value Chain
PS
PVC
PET

Global Supply, Demand, Trade & Forecasts: Polymers

Polypropylene (PP)
Specialty PP
HMS PP
Polyethylene (PE)
HDPE, LDPE & LLDPE
Bi-modal HDPE
HMW HDPE
UHMW PE
EVA
C6/C8 LLDPE
mLLDPE
POP/POE
Functionalized Ethylene Copolymers
Bioplastics
PS
PVC
PET

Monthly Market Pricing & Intelligence

PP Homopolymer
PP Copolymer
HDPE Extrusion
HDPE Molding
LDPE
EVA
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