




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

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Changing urban consumer lifestyle and increasing demand for on-the-go food & beverages is positively influencing the demand for light weight packaging
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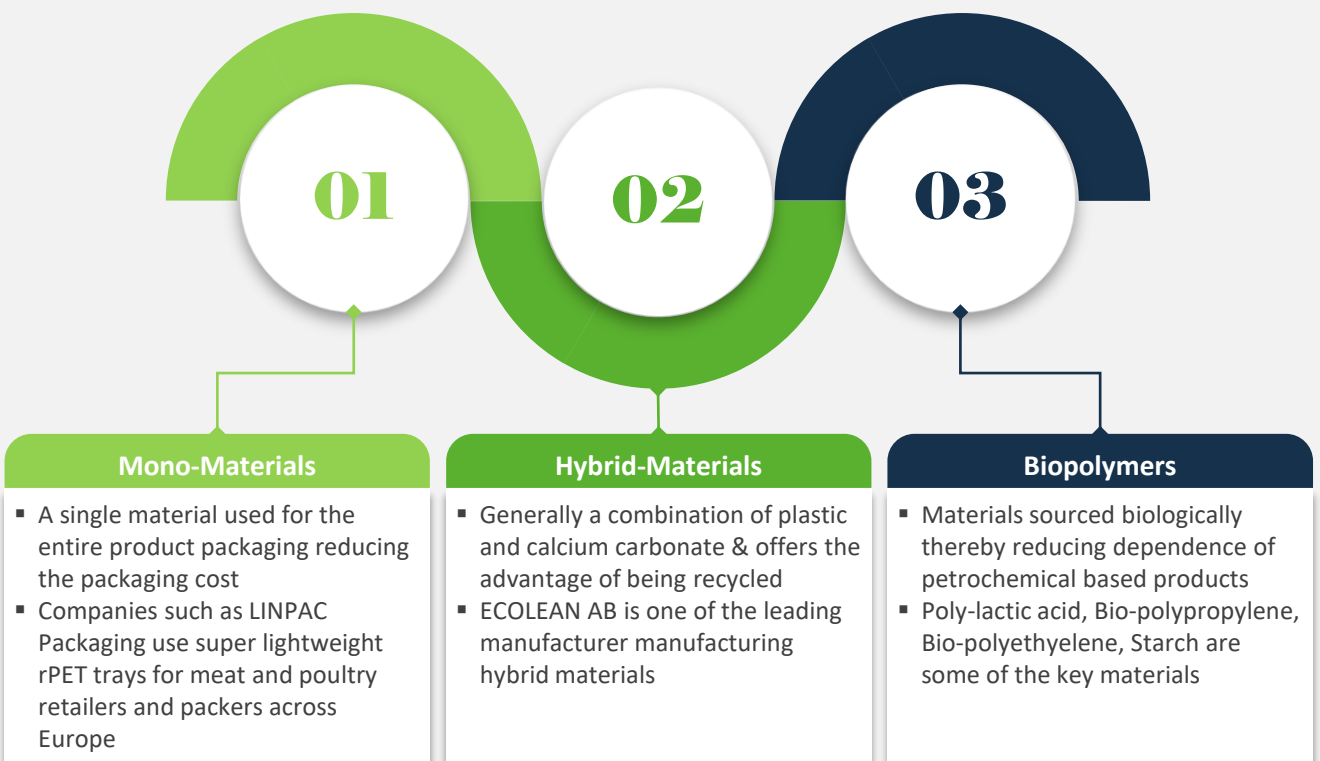
Increased replacement of metal and glass by PET with the aim to reduce weight of packaging materials and to make it more consumer and travel friendly
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Cost savings associated with lighter packaging owing to lesser freight charges and shipping costs without having to reduce the quantity of materials is influencing packaging companies to adopt light weight packaging

Primarily driven by



Material trends...



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

ABOUT DATAMATICS BUSINESS SOLUTIONS LTD.

Datamatics Business Solutions Ltd. (DBSL) is a pioneer in providing intelligent Business Process Management (iBPM) services.

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