

# Seminar on “Sustainable Packaging focusing plastic: Market Prospect and Challenges”

Bangladesh-China Friendship Exhibition Center  
Dhaka Bypass Expressway, Sector 4, Purbachal  
**15 January 2026**

Jointly organized by  
**EPB & BPGMEA**



**SHAMIM AHMED**  
**PRESIDENT**

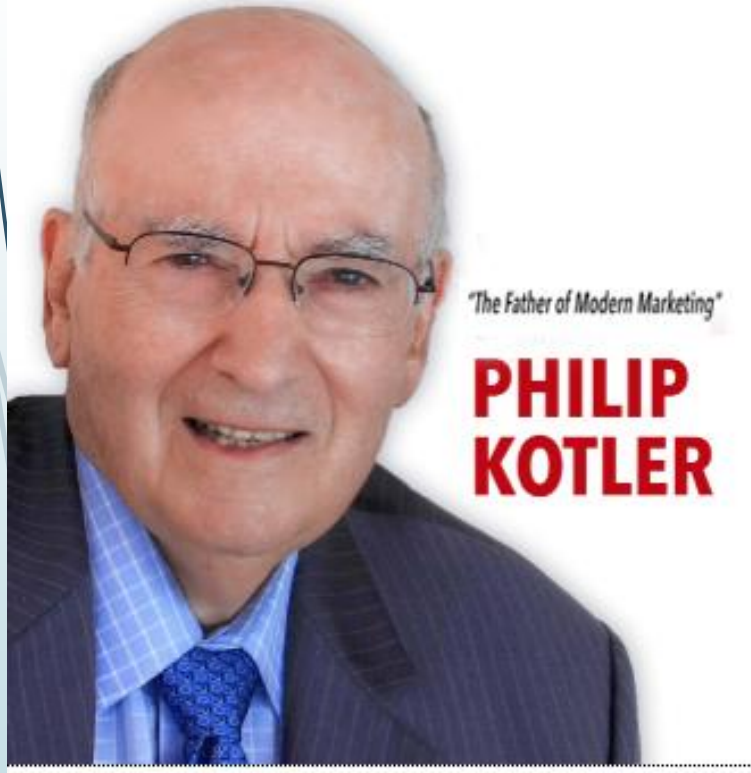
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Bangladesh Plastic Goods  
Manufacturers & Exporters  
Association (BPGMEA)

**AND**  
**VICE CHAIRMAN**

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Bangladesh Institute of Plastic  
Engineering and Technology  
(BIPET)



**Philip Kotler's best and most relevant quotations about packaging**, often cited in marketing and branding contexts:

**“Packaging is the fifth ‘P’ of marketing.”**— Philip Kotler  
*(Emphasizes the strategic importance of packaging alongside Product, Price, Place, and Promotion.)*

**“Packaging can be a powerful marketing tool, communicating brand values and influencing consumer purchase decisions.”**— Philip Kotler

**“Packaging is not just a container; it is a marketing tool that adds value and differentiates the product.”**  
— Philip Kotler

**“Good packaging protects the product, enhances convenience, and communicates the brand’s positioning.”**— Philip Kotler

# Professor Kotler Comments On Packaging

## Consumer Psychology and Sustainability:

- **The "Silent Salesman":** Kotler describes packaging as a "silent salesman" that must attract attention, describe the product's features, and make the sale at the point of purchase.
- **Integral Product Part:** He defines packaging as "all the activities of designing and producing the container for a product," emphasizing that it is an extension of the product itself rather than just a wrapper.
- **Essential Functions:** According to Kotler, a package must fulfill multiple roles: protection, economy, convenience, and promotion.
- **Sustainability & Degrowth:** In 2024 and 2026, Kotler has increasingly advocated for **minimizing the use of packaging and plastic** as part of a "circular economy" to protect the environment.



# PLASTIC PACKAGING MARKET

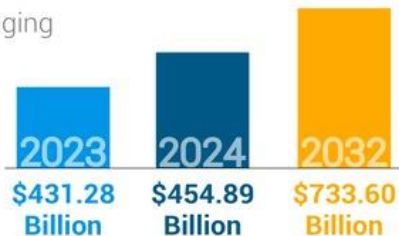


Plastic Packaging

Market to grow at

**6.16%**

**CAGR** by 2024-2032



## INDUSTRY DEVELOPMENT

ALPLA launched a recyclable wine bottle manufactured from PET to reduce carbon emissions by 50%.

## ASIA PACIFIC



<b>\$207.80</b> Billion 2022	<b>\$220.64</b> Billion 2023
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North America  
Middle East & Africa  
Europe | Latin America

## BY PRODUCT TYPE

Rigid Plastic | Flexible Plastic

## BY END-USE INDUSTRY, 2023

**Food & Beverage 54.03%**

Healthcare | Industrial | E-commerce  
Home Care & Personal Care | Others

## BY MATERIAL

Polyethylene (PE) | Polypropylene (PP) | Bioplastic | Polystyrene (PS)  
Polyvinyl Chloride (PVC) | Polyethylene Terephthalate (PET) | Others



## DRIVERS

Consumer's Lifestyles, Choices, & Preferences  
Increasing Versatility in Different Size & Shapes

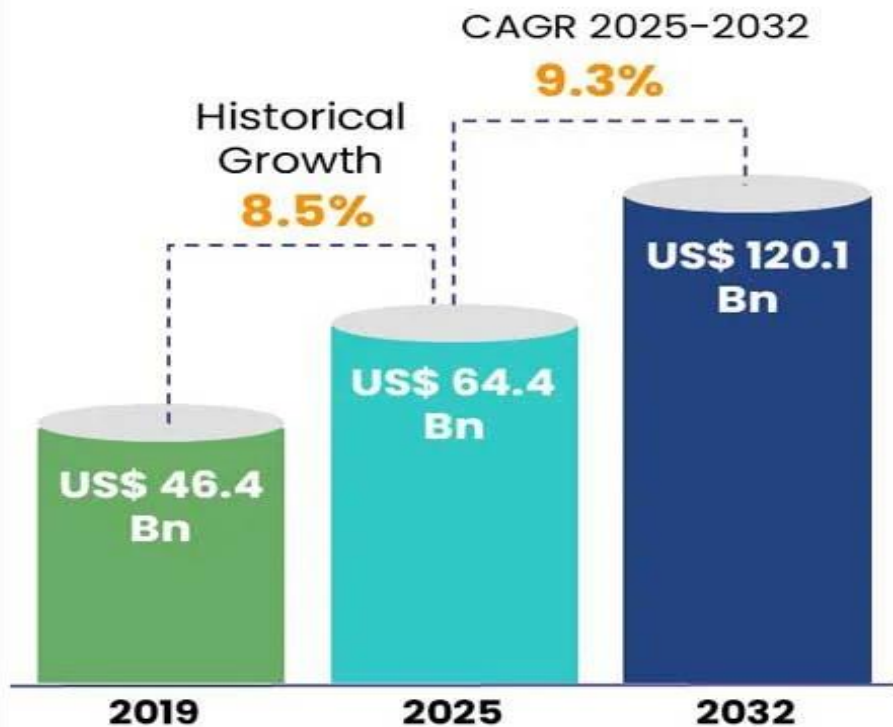


## TRENDS

Integration of Smart Packaging Solution



# Recycled Plastic Market Outlook, 2019-2032

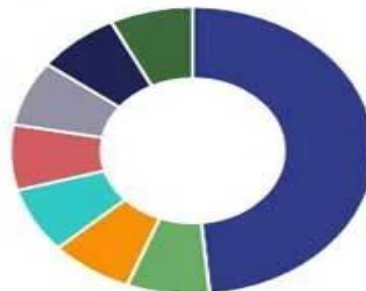


## Product Type Share, 2025



Polyethylene Terephthalate (PET)  
39.5%

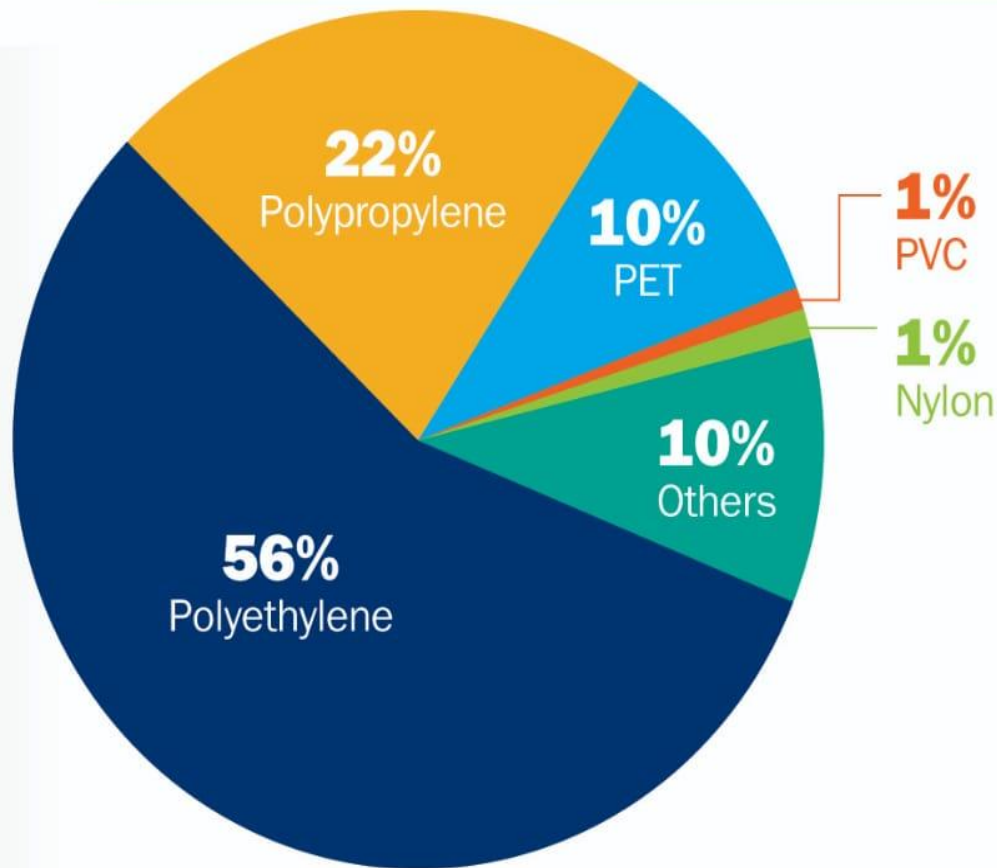
## Application Share, 2025



Packaging  
48.5%

**Olefins and polyolefins make up the greatest share of existing plastic packaging**, according to a report done by Wood Mackenzie. The report cites plastics recycling and the industry's reaction to the single-use plastics backlash as a key theme for 2019.

The report also says to look for peak crude oil transportation demand and China's drive for self-sufficiency for basic chemicals and polymers.



# Packaging as an Important Marketing Tool

- ❖ **Role of Packaging in Brand Identity**
- ❖ **Packaging Design and Consumer Perception**
- ❖ **Packaging as a Point-of-Sale Advertisement**
- ❖ **Packaging and Product Differentiation**
- ❖ **The Influence of Packaging on Purchase Decisions**
- ❖ **Sustainability and Eco-Friendly Packaging as a Marketing Strategy**
- ❖ **Packaging and Consumer Convenience**
- ❖ **Technological Innovations in Packaging**
- ❖ **Cultural Considerations in Packaging Design**
- ❖ **Cost-effectiveness of Packaging in Marketing**
- ❖ **Legal and Regulatory Aspects Influencing Packaging Design**
- ❖ **Case Studies of Successful Packaging Campaigns**

# Case Study

- ❖ **Apple**
  - ❖ **IKEA**
  - ❖ **Coca-Cola**
  - ❖ **Unilever's**
  - ❖ **Tetra Pak**
  - ❖ **Nike**
- Minimalist and Functional Packaging
  - Flat-Pack Packaging
  - Contour Bottle Design
  - Sustainable Packaging Initiative
  - Innovation in Liquid Food Packaging
  - Sustainable and Customizable Packaging



# Segment Projections

Packaging Segment	2024 Market Size	Projected 2030/2032 Size	CAGR
<b>Global Market</b>	~\$1.08 trillion	~\$1.45 trillion (by 2032)	~3.93%
<b>Flexible Packaging</b>	~\$258.74–\$293.92 billion	~\$373.35–\$440.88 billion (by 2030/2033)	~4.9%–5.3%
<b>Rigid Packaging</b>	~\$452.96 billion	~\$704.24 billion (by 2032)	~5.67%
<b>Sustainable Packaging</b>	~\$289.01 billion	~\$448.53 billion (by 2030)	~7.6%

# Global Packaging Market Size

“In 2024, the market was valued at USD 1.08 trillion and is projected to exceed USD 1.45 trillion by 2032.”

## Key Insights:

- **Largest Market:** The Asia-Pacific region is the largest and fastest-growing market, accounting for a significant share of the global revenue in 2024.
- **Leading Material:** Plastic remains the dominant material segment, though paper and paperboard are expanding rapidly due to their recyclability and sustainability.
- **Major End-Use:** The food and beverages industry is the primary consumer of packaging materials globally.
- **Key Trends:** Sustainability, the rise of e-commerce, and the integration of smart technologies (like QR codes and RFID) for traceability and consumer engagement are major trends shaping the industry.

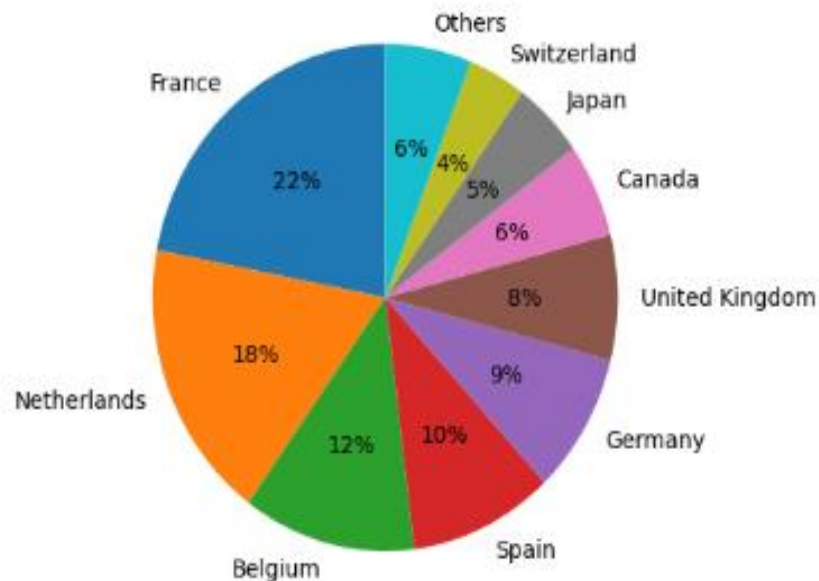
## Export market share of Bangladesh's FIBC (HS Code 630532) for FY 2024–2025.

France – 22%	United Kingdom – 8%
Netherlands – 18%	Canada – 6%
Belgium – 12%	Japan – 5%
Spain – 10%	Switzerland – 4%
Germany – 9%	Others – 6%

### Important note:

*“Market shares are indicative, based on recent trade shipment trends (FY 2024–25).”*

Bangladesh FIBC (HS 630532) Export Markets Share (FY 2024–2025)



## **Key aspects and examples of sustainability efforts in this sector**

1. Shift towards Eco-friendly Packaging Materials
2. Plastic Waste Reduction Programs
3. Energy Efficiency and Cleaner Production
4. Corporate Social Responsibility (CSR) and Awareness
5. Innovation and Sustainable Design

## Number 01 Packaging Industry & Type

01	Flexible Packaging
02	Bottle Packaging
03	PP Woven Bag
04	FIBC Bag
05	Container
06	Pharmaceutical Packaging
07	Alu Alu Foil
08	Tetra Pak
09	Pouch Pak
10	Multi-Layer Packaging
11	Garments Packaging

# Flexible Packaging Industry in Bangladesh

Total Companies: ~ 40 Companies



**Major Player:** 9-10 (ACI PLC, Marchant, Arbab, Kalier, Meghna, Pran, Mostofa, Shajenaz, KR, Akij, Bombay Sweets)



**Medium Industry Players:** 5-6 (Radiant, Mars, Makka, Asia Foils, Masud)

Total Flexible Packaging  
Industry Size:

**8,000 MT/Month**

96,000 ~ 100,000 MT/Year

## Total Flexible Packaging Industry:

Estimated industry size: **\$2–2.5 Bn/Yr**

Growth: **8%–12% / Year**

## Industry Trends

- Growth in **high-barrier films** for food safety.
- Rising focus on **mono-material recyclable packaging**.
- Rapid adoption of **digital printing & automation**.
- Demand for **cost-efficient flexible formats** replacing rigid packaging.
- E-commerce boosting demand for durable flexible packs.

## Major End-User Industries

- Foods & Beverage
- Snacks & Confectionery
- Personal & Home Care
- Pharmaceuticals
- Agriculture
- Apparel & Export Packaging

## Challenges

- Price Volatility & Duty Structure of raw materials
- Limited recycling infrastructure.
- Pressure for compliance with **environmental regulations**.
- High capital investment for modern machinery.

# FIBC [Flexible Intermediate Bulk Container] Bag Industry in Bangladesh

Total Companies: ~ 15 Companies



**Major Player:** 5-8 (Sino Bangla, Dutch Bangla, Bangol Poly sacks, Akij Poly Fiber, Paragon, Bags & Pack, United, Bashundhara)



**Medium Industry Players:** 6-9 (Momo, Zara, Sovon, ABN Bulk Bag, Miracle)

**Total FIBC Packaging Industry:**

Growth: **8%–12% / Year**

Total Flexible Packaging  
Industry Size:

**7,000 MT/Month**

**84,000 ~ 90,000 MT/Year**

## Industry Trends

- Growth for **substitute of recyclability, reusability, quantity reduce** .
- Rising focus on **mechanize handling the materials**.
- Rapid adoption as **bulk carrier of FIBC bag**.
- Demand for **cost-efficient**.

## Major End-User Industries

- Raw material & chemical manufacturer
- Food grain stockiest & seller.
- Municipality as bulk garbage carrier

## Challenges

- Price Volatility of raw materials in international market
- Different barriers for export.
- Pressure for compliance with **environmental regulations**.
- High capital investment for modern machinery.

# PP Woven bag Bag & fabric Industry in Bangladesh

Total Companies: ~ 70 Companies



**Major Player:** 30-40 (Ideal fiber, United fiber, City fiber, GQ, AG Bag, SNS Bag, Waiz accessories, Kazi Poly, Desh Bandhue, Khan brother, Bangol Poly sacks, Akij Poly Fiber, Paragon, Color woven bag, Bashundhara)



**Medium Industry Players:** 30-40 (Nuruzzaman, Rafi woven, Nilima, Yeasir)

Total Flexible Packaging  
Industry Size:

12,000 MT/Month

1,25,000 ~ 140,000 MT/Year

Total FIBC Packaging Industry:

Growth: 8%–12% / Year

## Major End-User Industries

- Cement, fertilizer, chemical carrier
- Food grain i.e rice, wheat, flower, sugar, etc manufacture, stockiest & seller.
- Fabric for rapping of all industrial products

## Industry Trends

- Growth for **substitute of recyclability, reusability, avoid small bags.**
- Rising focus on **use handy, durable, secure.**
- Rapid adoption as **availability.**
- Demand for **cost-efficient.**

## Challenges

- Price Volatility of raw materials in international market
- Different barriers for investment
- Pressure for compliance with.
- Investment of working capitalenvironmental regulations

# Pharmaceutical & Alu Alu Foil Packaging Industry in Bangladesh

## Total Companies: ~ 07 Companies



**Major Player (07 Local Manufacturer):** (W&W Company Limited, Rifat Aluminum Packaging Limited, Flex Foils Bangladesh Private Limited, Asiatic Aluminium Limited, Korea Bangladesh Limited, Tae IL Aluminum Limited, Mag Pie Foils Limited)



### Industry User:

Pharmaceutical Companies:

Ayurvedic Companies:

Unani Medicine Companies:

Homeopathic Medicine Manufacturers:

Miscellaneous:

Total Pharmaceutical Market  
demand Size:

**415-430 MT/Month**

**5,000 MT/Year**

## Major End-User Industries

Antibiotic

Pain & Fever (Analgesics)

Cardiovascular drugs

Diabetes medicines

Gastrointestinal (GI) drugs

Respiratory medicines

Vitamins & supplements

Oncology (cancer) medicines

## Industry Trends

- Growth for **substitute of recyclability, reusability, avoid small bags.**
- Rising focus on **use handy, durable, secure.**
- Rapid adoption as **availability.**
- Demand for **cost-efficient.**

## Challenges

- Blok list by Pharmaceutical Industry 5% duty.
- Price Volatility of raw materials in international market
- Different barriers for investment
- Pressure for compliance with environmental regulations.
- Investment of working capital

# Plastic Bottles & Jars (PET & HDPE) Industry in Bangladesh

Total Companies: ~ 100 Companies



**Major Player:** Luna Polymer, Astech, Qpal, Erebus, Ishaba, Square, ACME, Padma, Pran, Meghna, City, Rupchanda, Marico, Beverage & Drinking Water Companies, Transcom, Sena, Bashundhara, Akij, Globe, Coca-cola.

Total Flexible Packaging  
Industry Size:

**30,000 MT/Month**

**360,000 ~ 375,000 MT/Year**

## Total Bottle & Jar Industry:

Estimated industry size: **\$1–1.25 Bn/Yr**

(Sale)  
Growth: **8%–12% / Year**

## Major End-User Industries

- Pharmaceutical
- Pesticide
- Edible & Hair Oil
- Cosmetic
- Food
- Beverage
- Drinking Water

## Industry Trends

- Industry Growth & Market Drivers
- Sustainability & Recycling
- Technology & Efficiency
- Regulatory & Environmental Pressures

## Challenges

- Raw Material & Cost Volatility
- Inadequate Recycling & Waste Management
- Lack of Consumer Awareness
- Infrastructure & Technology Gaps
- Regulatory & Compliance Pressures
- Competition & Market Perception

# Plastic Container Manufacturing Industry in Bangladesh

Total Companies: ~ 45 Companies



**Major Player: 8–10** (Pran, RFL Plastic, Bengal Plastic, Gazi Plastic, Q Pail Ltd, Akij Plastics, Navana Plastic, Partex Plastic, Lira Plastic, Npoly)



**Medium Industry Players: 6–8** (Sabic Plastic BD, Polytex, Mostofa Plastic, Super Poly, Masud Plastic, Asian Plastic)

## Total Flexible Packaging Industry:

Estimated industry size: **\$1.8–2.2 Bn/Yr**

Growth: **10%–15% / Year**

## Major End-User Industries

- Food & Beverage
  - Edible Oil & FMCG
  - Household & Home Care
  - Pharmaceuticals
  - Agro & Fertilizer
  - Chemical & Industrial Packaging
  - E-commerce & Logistics
- Packaging

Total Plastic Container  
Manufacturing Industry Size

Approximate Production

Capacity:

7,000 – 9,000 MT / Month

84,000 – 108,000 MT / Year

## Industry Trends

- Growth in food-grade & high-barrier plastic containers
- Rising focus on lightweight & mono-material recyclable containers
- Rapid adoption of Injection Molding & Blow Molding automation
- Increasing demand for cost-efficient rigid packaging replacing glass & metal
- Expansion of export-oriented plastic container manufacturing
- Demand for smart & tamper-proof packaging solutions

## Challenges

- Price volatility of polymer raw materials (PP, HDPE, PET)
- Limited plastic recycling infrastructure
- Pressure for compliance with environmental regulations & sustainability
- High capital investment for modern injection & blow molding machinery
- Need for skilled technical manpower & process optimization

# Plastic Jerry Can Storage Container Bottles



200ml bottle



350ml bottle



1L Jerry can



2L Jerry can



4L Jerry can



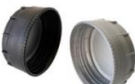
5L Jerry can



36mm oil cap



38mm oil cap



49mm oil cap



55mm oil stretch cap



55mm Jerry can cap



# Plastic Water Tank



# Pouches Packaging



# Plastic Use in Pharma Packaging



## Packaging by Carry Bag



## Packaging by FIBC Bags



# PLASTIC PACKAGING



**THANKS TO ALL**



**Bangladesh Plastic Goods Manufacturers & Exporters Association (BPGMEA)**