



## 2025 STATE OF THE FLEXIBLE PACKAGING INDUSTRY STRATEGIC OVERVIEW SURVEY - SUPPLIER ASSOCIATE

### Introduction and Company Information

**All of the information gathered is confidential and will be reported in aggregate. No data or information will be attributed to any one company.**

**Not all questions require a mandatory answer, but please answer all that you can to guarantee the best results.**

**If you get to a page where someone else in your company needs to enter data, please follow the process:**

**1.) Complete as much information as you can. Be sure to hit "Next" button at bottom of each page (that is what saves and registers your input). You may skip a page or questions, but be sure hit the "Next" button.**

**2.) Go back to the original email you received with the survey link (from todd@ptisglobal via surveymonkey.com) and forward that email to your co-worker who will continue filling out survey. DO NOT try to paste the survey link into an email from your own email system (the system will not save your answers if you do not use the original email for accessing the link).**

**3.) Please be sure to ensure your co-worker gets back to you after entering their data, or submit the final report.**

**4.) When you or a colleague have completed all questions and your survey is ready to be submitted, hit the 'Done' button on the final page.**

**Thank you for your participation.**

1. Please add a **key contact** for any survey follow up.

**Name**

**Company**

**Email Address**

**Phone Number**

## 2. NET SALES - FLEXIBLE PACKAGING

For flexible packaging products, please select the appropriate category for your company based on **annual sales in 2024**.

*Note: For U.S. suppliers, report net sales for all U.S. facilities (including export sales) but not sales for non U.S. facilities. For International suppliers, report sales for products sold in the U.S. only.*

*Please select the appropriate category for your company based on annual sales in 2024 of materials, equipment and/or supplies.*

- ☐ Small (<\$10 million)
- ☐ Medium (\$10 million - <\$150 million)
- ☐ Large (\$150 million - <\$1 billion)
- ☐ Very large (≥\$1 billion)

3. For flexible packaging products, please indicate **the increase or decrease in your company's volume output** for 2023 (versus 2022 levels) and 2024 (versus 2023 levels).

Please utilize whatever measure of volume applies for your business to provide a composite estimate of the overall change in volume for flexible packaging products.

	2023 vs. 2022 (volume change)	2024 vs. 2023 (volume change)
Change in volume output	<input type="text"/>	<input type="text"/>

4. For **flexible packaging products**, please provide the **change in production** totals that your company saw for **2023** (versus 2022 levels) and **2024** (versus 2023 levels) expressed as a percentage and without the percent sign. (For example for 3.2%, use 3.2. For negative values, please use the '-' symbol.)

Production Change for **2023 vs. 2022**

Production Change for **2024 vs. 2023**

Unit used for production change (Ex. pounds, MSI, number of, etc.)



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### Sustainability

5. Of your organization's total production waste (excluding office/lunchroom waste) generated, **what percent (%) goes to landfill** and **what percent (%) is recycled, reused, reprocessed or repurposed?**

Total should equal 100

	2023	2024
Percent to landfill	<input type="text"/>	<input type="text"/>
Percent recycled/repurposed	<input type="text"/>	<input type="text"/>

### 6. What trends do you see in emerging materials/products? (related to flexible packaging)

These may include PCR, recycle ready, biobased, reuse/refill, compostable, LCA impacts, substrate substitution (i.e., plastic to paper, glass to plastic, flexible to non-flexible) or other emerging materials.



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### MOST IMPORTANT ISSUES

7. Please indicate those **issues** expected to be **most important** to your company for this year **(2025)** by **selecting the top 5 issues, with # 1 as the most important**. In the text box, please describe what's driving the top issues & why they are important.

	Most Important	2nd	3rd	4th	5th
Labor Pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Management Talent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raw Materials Pricing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Growth/New Products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability/Green Initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Productivity/Cost Reductions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government Regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profit Margin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Imports/International Sourcing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political Uncertainty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pandemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prices (to customers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Logistics/Transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supply Chain Resilience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plastic Perception/Backlash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Why are these the most important issues to your business?



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### OUTLOOK

**The following questions ask you to look out 3-5 years and provide your perspective.**

8. Looking ahead to the coming year **(2025)** and **out the next 3 years (2028)**, what are your company's expectations of annual growth in **net sales and volume** (by weight)?

**Please indicate annual growth rate percentage** expected (ex. 3.2 or -1.2):

**Net Sales** (2025 vs 2024)

**Net Sales** (2028 vs. 2024)

**Volume** (growth %) by weight (2025 vs. 2024)

**Volume** (growth %) by weight (2028 vs. 2024)

9. Please describe **your vision of where the flexible packaging industry is headed** over the **next 3-5 years**.

10. What type of **developing technologies** will have the **most impact** on flexible packaging **over the next 3-5 years**?

(Ex.: Artificial intelligence, cobots, automation, augmented reality, Internet of Packaging, new sealing techniques, recyclable monolayer structures, paper with barrier coatings or other)

11. **What keeps you up at night?** (What are 'big issues' that your company or the flexible packaging industry needs to address?)

12. Is your company **planning to pursue/undertake an acquisition?**

	2025	2027-2029
Acquisition planned?	<input type="checkbox"/>	<input type="checkbox"/>

13. As you look ahead over the **next three to five years**, what are your expectations for the **key growth markets for flexible packaging?**

	Low/ no growth	Moderate growth	High growth	N/A
Food (Retail & Inst)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food (non-retail)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beverages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pet Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tobacco/Cannabis (smoking or vaping)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Retail (non-food)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Institutional (non-food)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industrial Applications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medical Devices & Pharma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nutraceuticals/Cannabis (non-smoking/vaping)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shipping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consumer products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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### FINAL PAGE

**If your survey is complete, please hit the "DONE" button and your data will be submitted. An email with your company responses will be sent to the original contact upon survey completion.**

**If you need to continue adding data, please do not hit the 'Done' button. You can forward the original email with the survey link to a colleague to help complete specific questions.**

**Thank you for taking the time to complete this survey. The final report will be a great benefit for our flexible packaging community.**