

## NEWS RELEASE

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For more information, contact:

Dani Diehlmann, IOM, CAE

VP, Communications

Flexible Packaging Association

[ddiehlmann@flexpack.org](mailto:ddiehlmann@flexpack.org)

410-694-0800

### **FPA Publishes 2025 State of the U.S. Flexible Packaging Industry Report**

*The U.S. flexible packaging industry continues to experience positive and steady growth*

**Annapolis, MD: April 8, 2026** – The Flexible Packaging Association (FPA), the leading advocate for the U.S. flexible packaging industry, announces the publication of its *2025 State of the U.S. Flexible Packaging Industry Report*. The annual report provides converters, suppliers, investors, and analysts with a comprehensive view of industry performance over the past year.

According to FPA’s analysis, the U.S. flexible packaging industry reached \$42.6 billion in annual sales in 2024, up from \$41.4 billion in 2023—a 2.9% growth rate. These values are calculated using U.S. Census data and other industry sources and reflect industry output rather than shipments.

The report focuses on the segment of the industry that adds significant value through processes such as printing, laminating, coating, extrusion, and bag and pouch manufacturing. This value-added segment is estimated at \$34.1 billion in 2024, excluding retail shopping bags, consumer storage bags, and trash bags.

The FPA bases its annual report on data from converter and supplier members, along with several U.S. Census components, and the survey results were tabulated in mid-2025. Much of the reported data is for 2024, with some projections for 2025.

### Key Findings

- Flexible packaging accounts for roughly 20% of the total U.S. packaging market, making it the second-largest packaging segment behind corrugated.
- FPA members project 4.8% industry growth in 2025, bringing the market to an estimated \$44.6 billion.
- Films, paper, and resins remain the largest converter input costs, representing nearly 75% of material purchases.
- Flexography continues to dominate printing technologies, representing 76% of shipments, followed by unprinted (12%), gravure (11%), and digital (1%).

- Food remains the largest end-use market, generating \$19 billion in annual revenue—about 45% of the total market.
- The industry recorded 34 domestic M&A transactions in 2024, up from 31 in 2023.
- The U.S. flexible packaging trade deficit grew to \$2.6 billion, with \$3.9 billion in exports and \$6.5 billion in imports, a 24% increase from 2023.
- Converter members again identified the labor pool as their top challenge, while suppliers cited growth and new materials.

The 2025 report provides a detailed analysis of:

- Industry performance, including growth, profitability, and capital spending
- Materials and processes, including printing technologies and material usage
- End-use market trends and forecasts
- Industry structure, consolidation, and M&A activity
- Import/export dynamics and trade outlook
- Key challenges and long-term industry vision

The report also includes insights from a complementary 2025 U.S. flexible packaging industry economic impact study commissioned by FPA. Data is sourced from FPA converter and supplier members, the U.S. Census Bureau's Annual Integrated Economic Survey, the U.S. Departments of Labor and Commerce, industry analysts, and investment banking reports.

FPA gathered the information contained in the report through several reliable industry sources, including the FPA State of the U.S. Flexible Packaging Industry Survey; the Annual Integrated Economic Survey (AIES), published by the U.S. Census Bureau; the U.S. Department of Labor; the U.S. Department of Commerce; industry analysts; and investment banking reports. Data collected from these sources provides a more complete picture of the U.S. flexible packaging industry and helps cross-check information on industry size, structure, market segments, and key packaging products.

The FPA *2025 State of the U.S. Flexible Packaging Industry Report* is a benefit of FPA membership and is available in the [Members Only](#) section of [www.flexpack.org](http://www.flexpack.org). The report is available for purchase to non-members of FPA. For more information, visit [www.flexpack.org](http://www.flexpack.org) or contact us at [fpa@flexpack.org](mailto:fpa@flexpack.org) or (410) 694-0800.

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#### **About the Flexible Packaging Association (FPA)**

The [Flexible Packaging Association](#) is the voice of the U.S. manufacturers of flexible packaging and their suppliers. The association's mission is connecting, advancing, and leading the flexible packaging industry. Flexible packaging represents \$51.5 billion in direct economic impact in the U.S. and is the second largest and one of the fastest growing segments of the U.S. packaging industry. Flexible packaging is produced from paper, plastic, film, aluminum foil, or any combination of those materials, and includes bags, pouches, labels, liners, wraps, rollstock, and other flexible products.