

# THE CHINESE PACKAGING MARKET

In recent years China has developed in terms of its industrial policy and technical expertise to become one of the most important nations in the world. In a global comparison the country is way out in front in the fields of artificial intelligence and digitisation in particular. In the packaging industry the leading providers of technology at present are in Germany and Italy – but China is catching up.

2<sup>nd</sup>  
PLACE

## ECONOMIC POWER IN CHINA

### PRIVATE CONSUMPTION IS DRIVING CHINA'S ECONOMY – PROPORTION OF GDP:

44.9 %

2010

76 %

2018

## THE PACKAGING INDUSTRY AS A WHOLE

WORLDWIDE ANTICIPATED

### GROWTH FOR THE PACKAGING INDUSTRY:

+ 3.1 %

PER ANNUM BY 2022

70 %

OF THIS WILL BE ENJOYED BY EMERGING COUNTRIES – MORE THAN 5 % FALLING TO CHINA

## 2023: THE CHINESE PACKAGING MARKET IS GROWING OVER 6.79 % (CAGR)

IN COMPARISON: 3.1 % (GLOBAL CAGR)

## EXPORT/IMPORT PACKING MACHINES

IMPORTS 2018:  
€ 1,073 MILLION

+ 3.6 % COMPARED TO 2017

140

MILLION EUROS  
FROM JAPAN

156

MILLION EUROS  
FROM ITALY

366

MILLION EUROS  
FROM GERMANY

## SALES MARKET FOR PACKING MACHINES “MADE IN GERMANY” NO. 2 AFTER THE USA

MADE IN GERMANY  
PRODUCT FROM GERMANY

EXPORTS 2018:  
€ 1,204 MILLION

+ 2.4 % COMPARED TO 2017

## TOP 3 SALES MARKETS:

68

MILLION EUROS  
INDIA

78

MILLION EUROS  
VIETNAM

122

MILLION EUROS  
USA

## FOODSTUFF PACKAGING RETAIL / OFF-TRADE

TOTAL PACKAGING

447,066

IN MILLIONS OF UNITS IN 2023

TOTAL PACKAGING

399,858

IN MILLIONS OF UNITS IN 2018

+ 11.8 %

271,069

PLASTIC

102,807

PAPER

15,221

METAL

10,744

GLASS

## FLEXIBLE PACKAGING

OVER 5 BILLION

USD MARKET GROWTH

FROM 2017 TO 2022 – THAT

EQUATES TO 8 % CAGR

59 %

OF THAT FOR FOODSTUFFS

AND BEVERAGES

## INTELLIGENT PACKAGING TECHNOLOGY

CATCHING UP WITH MID- AND HIGH-END SOLUTIONS:

5.88 BILLION

USD MARKET VOLUME IN 2018

30 % OF THE TOTAL MARKET

## A SIGNIFICANT FACTOR IN ITS SUCCESS: E-COMMERCE

ONLINE RETAIL:

AN INCREASE OF 24 % TO

1.4 TRILLION

USD TURNOVER IN 2018

26 % IN ALL RETAIL TRADE

An increase to 35.3 % expected by the end of 2019.

SHIPPING FOODS:

42 BILLION

USD TURNOVER IN 2018 –

AN AVERAGE ORDER VALUE

OF 6.50 USD.

In comparison: Expected turnover for 2019 in the USA 19 billion USD.

6.4 billion orders for food in over 1,000 Chinese towns enjoyed by the country's biggest delivery service company, Meituan-Dianping, alone – this equates to an increase of almost 60 % compared to 2017.

## PACKAGING

9.4 MILLION

TONNES OF PACKAGING MATERIALS USED IN THE MAIL ORDER SECTOR IN 2018

TO INCREASE TO 41.3 MILLION TONNES BY 2025

5 %

To date only 5 % of plastic shipping packaging is being recycled.

## ROBOTICS FOR PACKAGING FOODSTUFFS

439.4 MILLION

USD EXPECTED MARKET VOLUME IN 2025