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# U.S. Microwaveable Packaging 2009 to 2013

Understanding the U.S. Microwaveable Packaging Market

**The U.S. Microwaveable Packaging Market** was estimated at \$0.4 billion in 2003 and is forecast to reach \$1.7 billion by 2013 at an annual growth rate of 16.0%. Current economic conditions have slowed organic growth, but the expansion of applications and use of new technology continues unabated. The latest packaging for microwaveable products is highly innovative, and it meets and exceeds the critical demands of consumers, driving consumption higher.

This study from Allied Development provides detailed insights into the U.S. Microwaveable Packaging Market and delivers exclusive data and analysis of the industry, market drivers, and key trends, as well as market forecasts to 2013, broken down by segments. It includes several case studies that compare the economic and environmental impact of select microwaveable packages.

## What Sets this Study Apart?

- > the detailed market segment analysis and the insights they provide
- > the economic and environmental analyses of the critical packaging strategies in this industry
- > the accurate profiles of industry participants
- > the identification and illustration of emerging technologies
- > Allied Development's ten years of research in this market

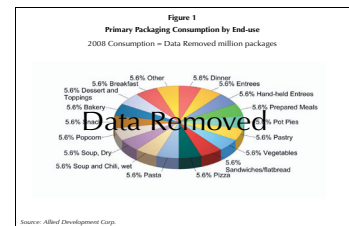
## Sample Pages

### A. Primary packaging units segmented by end-use

The strategy we employ to analyze the microwaveable packaging market is to segment the market in many ways and to examine it from the many viewpoints these segmentations provide. The analysis begins by segmenting primary packaging by end-use. As defined in the Introduction, primary packaging is packaging that touches the product, but does not include closures and lids, even though closures and lids also touch the product.

It is noted that, although it is quite rare, a few products utilize two primary packages. Healthy Choice meals are an example (see complete description in Technology – Figure). These meals include noodles and sauce in two separate trays. Both trays are counted as primary packages. Thus, the number of trays slightly exceeds the number of product units for the total market.

Figure 1 provides 2008 consumption of primary packaging in the microwaveable packaging market, segmented by end-use.

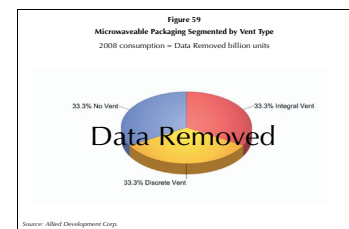


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### L. Vents

The functional purpose of a vent is to release steam pressure that builds up in a hermetically sealed package during cooking. However, for the consumer, its purpose is to provide a higher level of convenience. A vented package allows the consumer to take the package directly from refrigerator, freezer, or pantry, to the microwave oven, without the need for preparation. Many microwaveable packages require the consumer to lift a corner of the lidding material, or to slit or puncture the lidding, so the steam can escape during cooking. A vented package eliminates any of this action by the user.

Vents are available in two types – integral vents and discrete vents. The current use of vents in microwaveable packaging is provided in Figure 59.



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# U.S. Microwaveable Packaging 2009 to 2013

300 +  
Pages

Understanding the U.S. Microwaveable Packaging Market

## Learn About:

- > The future of the U.S. Microwaveable Packaging Market with detailed segment forecasts to 2013
- > In-depth analysis of emerging trends, market conditions, and market drivers
- > Current dollar values and consumption volumes with projections to 2013
- > The latest technology developments and the opportunities they afford

## Who Should Buy This Study:

- > Packaging Converters
- > Raw Material Suppliers
- > Equipment and Machinery Suppliers
- > Brand Owners and Foodservice Operators
- > Industry Analysts

## What is included:

- > Detailed analysis of the trends and drivers of this unique and challenging market with volume and dollar forecasts to 2013
- > Over 300 pages of detailed data not available anywhere else
- > Details of market opportunities and forecasts broken down by segment, product type, and end-user sector

## Segmentations Include:

### End-use Consumption

Baby Food  
Bakery  
Breakfast  
Dessert and toppings  
Dinners  
Entrees  
Hand-held entrees  
Pasta  
Pizza  
Popcorn  
Pot pie  
Prepared meals  
Snacks  
Soup and chili, wet  
Soup, dry  
Vegetables  
Other

### Other Segmentations

Susceptors  
Vents

### Packaging Type

Bowls and cups  
Flexible packaging  
Trays  
Other

### Distribution Temperature

Ambient  
Frozen  
Refrigerated

### Packaging Material

Barrier Structures  
Paper  
Paperboard  
Polyester (PET) resin  
Polypropylene

### Figures & Tables

59 Figures - Graphs and Photographs  
52 Detailed Tables

## Other Studies Available from Allied Development

### Foodservice Packaging

a study of the North American Foodservice packaging industry.

### Barrier Films and Coatings

a comprehensive global analysis of barrier materials used in flexible packaging.

### LCI Data for Packaging

a comprehensive examination of global LCI data specific to the packaging industry.

### Pharmaceutical Packaging

an analysis of the global pharmaceutical packaging industry.

### Transparent Oxide-coated Films for Packaging

a global study of oxide-coated films for packaging, including survey results from the largest producers accounting for 89% of total global production.

### Retort Pouches

the definitive study of the global retort pouch industry, including technology, economics, and market analysis.

### Oriented Films

a global study of the oriented films and sheet market with an emphasis on flexible packaging and labels.

### Stick Pouches

the first in-depth study dedicated to the stick pouch industry.

### Flexible Lidstock Packaging

evaluates current trends and drivers of flexible lids and lidstock in North America.

### Stand-up Pouches

an in-depth study of stand-up pouches including volumes, trends, emerging competitive products, technologies, and economics.

### Medical Device Packaging

an in-depth study of the medical device packaging industry.

# U.S. Microwaveable Packaging - 2009 to 2013

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