

# Packaging Paper Study and Opportunity Assessment

**Summary:** *Business Development Advisory (BDA), a specialized management consulting firm focused on the paper and packaging industry, has completed a new study focusing on the segments and trends within the North American packaging paper market. The study identifies and evaluates over 100 individual segments within this \$4.0 Billion paper market that consists of paper-based bags, wraps, liners, and labels. While the overall market is projected to grow less than 1% annually, individual segments will grow anywhere from -3% to over 7% annually over the next five years. In addition, the competitive landscape and end use markets for these papers are expected to undergo significant changes in the near future due to a number of emerging trends and developments that include sustainability developments, oversupply, fragmented markets, plastics competition, new / emerging technologies, retailer/ supply chain demands, and changing end user preferences to name a few. The information in the study is designed to provide direction to all supply chain participants relative to these developments. More information on this study can be found at the company's website at [www.bd-advisory.com](http://www.bd-advisory.com) or by contacting Frank Perkowski at 770-643-9081.*

Marietta, GA (PRWEB) July 10, 2010 -- Business Development Advisory (BDA), a Specialized management consulting firm focused on the paper and packaging industries, has completed a new study on the North American packaging paper market. The focus of this study is on identifying, quantifying, and evaluating the over 100 individual segments that make up this overall market of about 3.9 million tons and over \$4.0 billion in paper sales. These segments range from small niche markets to very large volume segments with projected annual growth rates ranging from -3% to over 7% over the next five years. Papers that compete in these markets include all types of bags, wraps, liners, pouches, cushioning materials, and labels.

“There has never been an industry study of this overall paper-based market segment because it is so fragmented from a supply standpoint and the numerous market segments tend to be governed by different dynamics and performance requirements,” says Frank Perkowski, BDA president. But there are also common threads that run across these markets that are important for producers, converters, and suppliers to understand and potentially leverage within their business. “Since the supply base will need to restructure itself over the next few years, there will be opportunities for those companies that remain to develop new, more successful business strategies and value propositions,” adds Perkowski. The information contained in this study will be critical in this evaluation process as it covers all the key aspects of each segment including demand levels and forecasts, end user / supply chain drivers, competitive shares, segmentation, new technology developments, and major opportunities and threats.

There is no doubt that “companies that have a deeper understanding of these different market / product segments along with emerging / likely developments that will take place will be in a much better position to respond appropriately, focus on those segments that are the most attractive, and identify those businesses that represent the best fit with their own capabilities and strategic focus,” notes Perkowski. More information on this study can be found at the company's website at [www.bd-advisory.com](http://www.bd-advisory.com) or by contacting Frank Perkowski at 770-643-9081.