

MARKET ANALYSIS OF MOLDED FIBER FOOD PACKAGING

Plastic Food Packaging and Container Manufacturer

The Client was a provider of fresh food packaging to customers in the North American deli, bakery, convenience, and food service sector. They wanted to evaluate market opportunities for molded fiber containers for fresh food, as they appeared to be a sustainable option that had recently stood up in the space.



CHALLENGE

PreScouter's challenge in this Research Support Service Pilot was to develop a technology landscape and a market overview of molded fiber packaging for the foodservice sector, with a focus in the North American market.



APPROACH

PreScouter began by examining the market of molded fiber products applicable for fresh or prepared food. The team evaluated the addressable market size and growth and compared against the full market of molded fiber packaging and its segmentation based on material source type, molded type, product, end use, and region.

PreScouter identified the key players in the space and **profiled 32 companies** by providing the description of their business, product portfolios and their technical specifications, end-use applications, channels where they go to, pricing information, announced partnerships and investments, and key claims, such as compostability along with recommended temperature and contact times with moisture that the product can withstand.

PreScouter then conducted a deep-dive investigation into key metrics extracted from financial and sustainability reports and company portfolios. The team looked at the companies' growth, net sales of foodservice, sustainable, or molded fiber products, and **analyzed 332 products** to identify the most popular product dimensions offered.



OUTCOME

PreScouter presented the Client with the most up-to-date information about the primary players in the molded fiber food packaging market as well as key insights that were needed to enter into this new market.

