

An example of a retail folding carton that provides convenience is one that includes two products for stress and anxiety relief. One is a daytime formula that claims to support a calm and relaxed mood and helps maintain a positive outlook, and the other is a nighttime formula that claims to help the consumer fall asleep faster, stay asleep longer, and wake up feeling refreshed. The primary packages are blister packs.

Figure 11 pictures the single folding carton that contains the blister packs with the two products.



## N. Global secondary packaging value by package type

Table 23 provides global secondary packaging value, segmented by package type.

**Table 23**  
**Secondary Packaging Value by Package Type**  
(US\$ million)

PACKAGE TYPE	2011	2016	CAGR	2021	CAGR
Blister card and wallet	12	18	8.4%	31	11.3%
Folding carton	650	840	5.3%	1,220	7.7%
Other	12	17	6.9%	26	9.4%
<b>Total</b>	<b>674</b>	<b>875</b>	<b>5.4%</b>	<b>1,277</b>	<b>7.8%</b>
Label	350	428	4.1%	577	6.1%
Shrink bands and wrap	69	80	2.9%	101	4.9%

Source: Allied Development Corp.

Value growth of 5.4% per year (Table 23) was lower than volume growth of 6.4% per year (Table 22) for the 2011 to 2016 time period. Value growth will be 7.8% per year between 2016 and 2021, compared to 8.5% per year for volume.

Folding cartons dominate volume in secondary packaging, and they also dominate value. Raw material and price inflation typically causes value growth to exceed volume growth by a small percentage. However, the average price decreased slightly from 2011 to 2016. These factors explain the majority of the value to volume growth difference in secondary packaging.