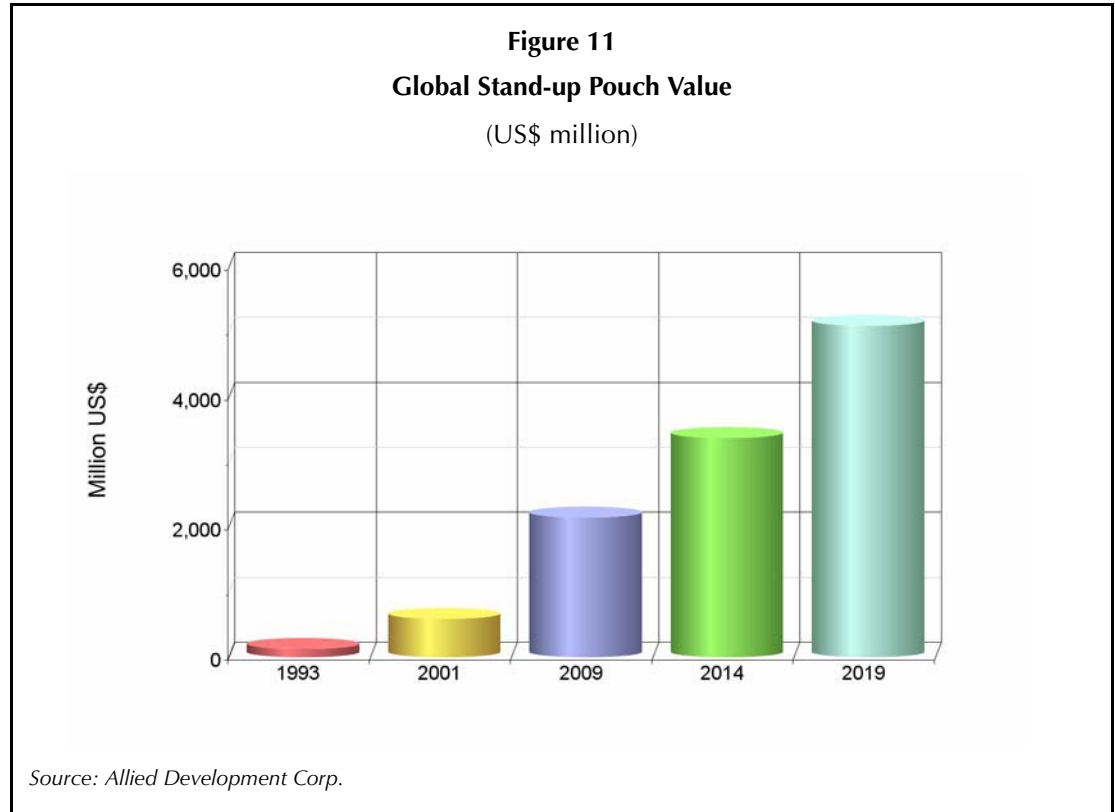


Figure 11 provides global stand-up pouch value from 1993 to 2019.



The size of the stand-up pouch market is also impressive when the basis of measurement is changed from volume to value (Figure 11). We project value to reach US\$5.1 billion in 2019. This figure is even more impressive when compared to value in 1993, which was US\$128 million.

D. Implications for stand-up pouches

It is an understatement to say that retailers and consumer product companies carefully plan the best retail display of their products. There are many variables in this decision making process, but it is almost always true that they want to prominently display the front panel of any package. For bags and pouches, this means the pouch must stand up on the shelf to provide the best display. The fact that stand-up pouches stand up on their own is one of the main benefits that stand-up pouches provide.

Micromax, a consumer electronics company headquartered in India, has chosen to market their *Joy* brand basic mobile phone in a metallized stand-up pouch with a reclosable zipper. Figure 37 shows the package which contains the phone, charger, and earbuds. The pouch was designed so that it could be either hung on a rack or stood on a shelf.

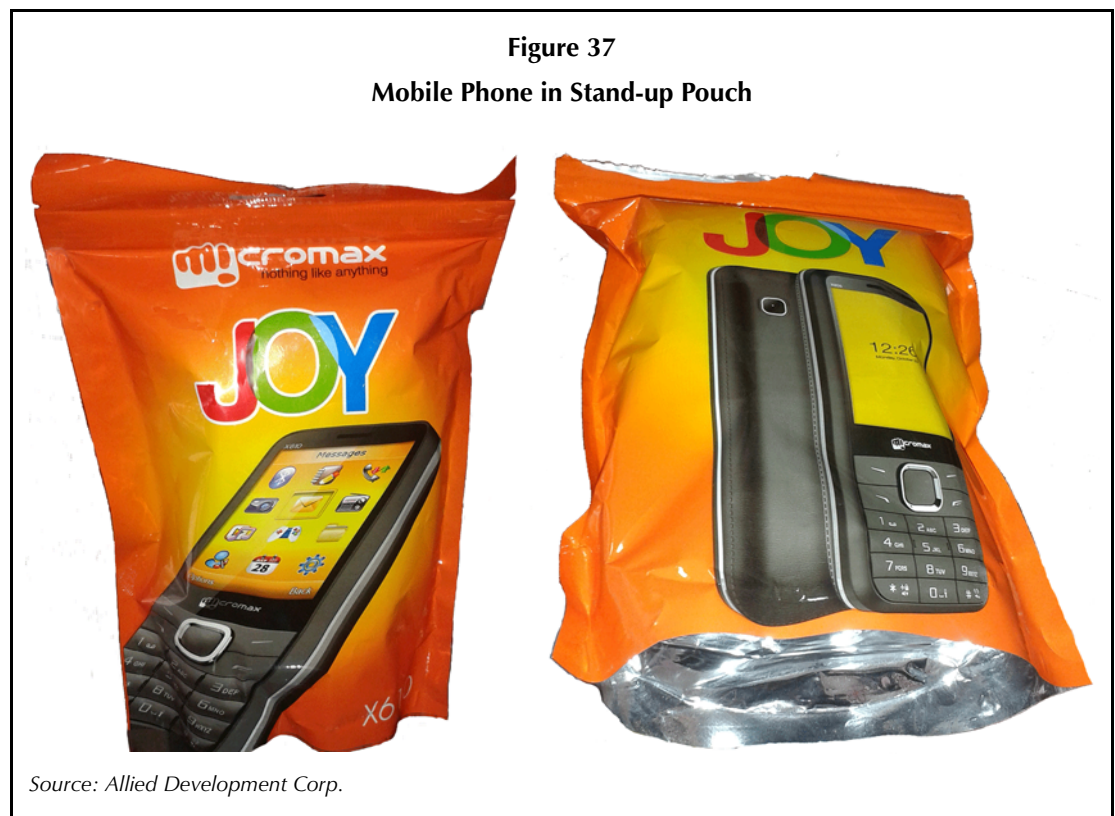


Figure 76 compares the total cost of each packaging system segmented by cost component.

