

## Medical device packaging demand to exceed \$25.7 billion in 2017

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**Singapore:** Western Europe, the US and Japan will continue to account for almost 60 percent of the total market, according a new report by Freedonia. However, demand in these countries will expand below the average global pace as intensifying healthcare cost containment pressures and fierce multiple supplier competition weaken growth.

The fastest expanding medical device packaging markets will emerge in India, Mexico, China, and the more prosperous Africa and Middle-East countries, where diversification, expansion, and stricter regulation of medical product industries are raising the quality and functional requirements of containers and related accessories, said the report.

Freedonia believes that pouches and trays will continue to lead sales among container types based on adaptability to cost effective infection-resistant and security-enhanced formats.

It added that multiple compartment trays will build sales as they virtually eliminate the risk of staff errors and the spread of infectious agents during the preparation of products for surgery and various other patient procedures.

Clamshell packs will also fare well in the global marketplace as they match or exceed all the advantages of rigid trays while offering greater protection against product damage during transport and storage.

Bags and boxes will realize below average gains in demand. The report says that increasing use in contact lens packaging will boost the market for blister packs.