

The Market For Packaging Machinery

2.0 THE UNITED STATES AS A MARKET FOR PACKAGING MACHINERY

The Packaging Industry:

The packaging industry in the United States is generally regarded as the Nation's third largest industry. 1981 estimates for all shipments in the industry are close to \$50 billion. It is further estimated that the packaging industry is responsible for 4.2% of the total dollar value of all shipments of manufactured goods. There is no other industry which performs such an essential role in the health and hygiene of a country's products and at the same time can provide most manufacturers with their most effective selling tool.

2.1 THE PACKAGING MACHINERY INDUSTRY

It follows, therefore, that the packaging machinery industry will continue to perform an increasingly vital role. On the basis of our research, we estimate that the U.S. packaging machinery industry generally ships around \$0.75 billion machinery products each year. This figure represents a conservative average between Government and industry data. We found that accurate determination of shipment totals has been a special problem for machinery manufacturers and industry planners for some time. One reason for the problem is that the U.S. Department of Commerce has traditionally included packaging machinery under two broad SIC (Standard Industrial) classifications which cover far more than just packaging machinery. The Department has provided