

Packaging demands increase in Africa

Over the past six years, the use of plastic packaging in Africa has grown by 150%, at a compound average annual growth rate of 8.7%, making the continent a major player in the international packaging industry, both as a market and as a supplier.



"The booming African economy is fuelling the demand behind this growth in Africa's packaging industry," says John Thomson of Exhibition Management Services. "Africa's growing middleclass consumer population is the driver for significant long-term potential growth, making the continent a priority market for many international packaging companies, especially in the plastics arena.

"Plastics imports to Africa have grown by up to 40. Industry analysts are predicting the use of plastics in East Africa alone will treble in the next five years." Per capita plastic consumption in Kenya was just 10kg per annum in 2004; this is expected to double to 20 kg by 2015 - still very low compared to some other countries in Africa.

"Top local and international packaging companies are using the networking and business opportunities provided by Africa's Big Seven (AB7), one of the continent's biggest food and beverage expos, to tap into the lucrative and growing African market. Companies wanting to mount a campaign to access the African market can launch it at AB7, as over the last decade, the expo has provided a springboard for the food and beverage industry to explore Africa. The growth in exhibitor numbers at this year's show confirm this," he concludes.

AB7 2014 takes place from 22 - 24 June 2014 at Gallagher Convention Centre. For more information, go to www.exhibitionsafrica.com.