

PHARMACEUTICAL PACKAGING MARKET

BY PACKAGING TYPE, RAW MATERIAL,
& DRUG DELIVERY TYPE

— *Global Trends & Forecast to 2018*



MARKETSANDMARKETS

It's all about markets

MarketsandMarkets

sales@marketsandmarkets.com

www.marketsandmarkets.com

MarketsandMarkets is a global market research and consulting company based in the U.S. We publish strategically analyzed market research reports and serve as a business intelligence partner to Fortune 500 companies across the world. MarketsandMarkets also provides multi-client reports, company profiles, databases, and custom research services.

MarketsandMarkets covers fourteen industry verticals, including aerospace & defence, advanced materials, automotives and transportation, banking and financial services, biotechnology, chemicals, consumer goods, energy and power, food and beverages, industrial automation, medical devices, pharmaceuticals, semiconductor and electronics, and telecommunications and IT.

Copyright © 2014 MarketsandMarkets

All Rights Reserved. This document contains highly confidential information and is the sole property of MarketsandMarkets. No part of it may be circulated, copied, quoted, or otherwise reproduced without the approval of MarketsandMarkets.

1 EXECUTIVE SUMMARY

TABLE 1

GLOBAL PHARMACEUTICAL PACKAGING MARKET REVENUE, BY GEOGRAPHY, 2011–2018, (\$MILLION)

Region	2011	2012	2013	2018	%CAGR (2013-2018)
North America	XX	XX	XX	XX	XX
Europe	XX	XX	XX	XX	XX
Asia-Pacific	XX	XX	XX	XX	XX
ROW	XX	XX	XX	XX	XX
Total	XX	XX	XX	XX	XX

Source: MarketsandMarkets Analysis

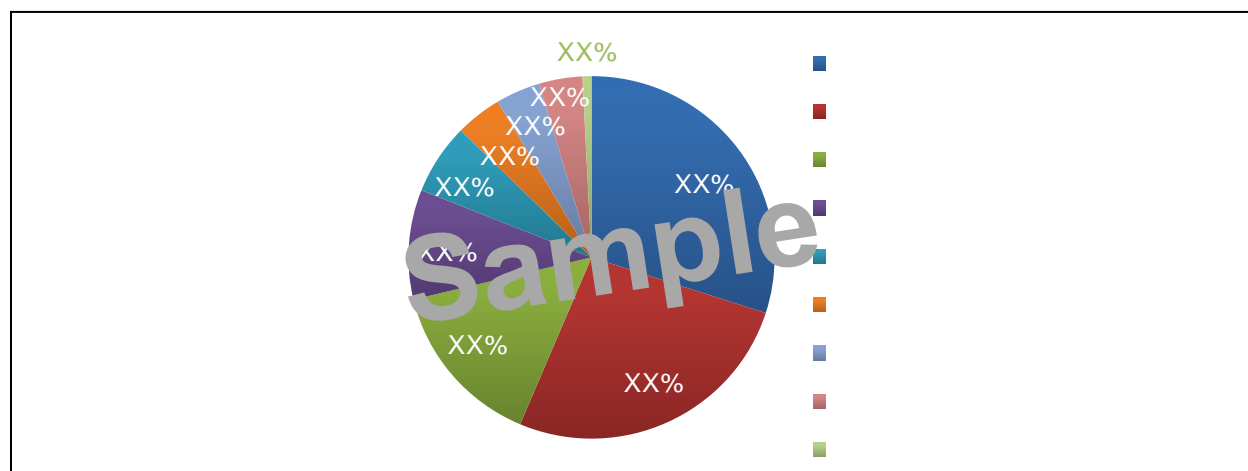
The demand for pharmaceutical packaging products will increase at a CAGR of XX% till 2018 pushing the market to \$XX million. North America & Europe share major part of this market at XX% in 2012 and growing at a CAGR of XX% and XX% for the next five years respectively. Asia-Pacific is the next biggest contributor with XX% and is emerging as a fastest growing market at XX% in coming years on account of increased contract manufacturing; ageing population and growth of pharmaceutical industry are expected to open new opportunities for the market. Asia-Pacific is set to gain more market share to go nose ahead of other regions by 2018 contributing just over XX%. Double digit growth is likely to spur markets in emerging economies such as India, China, Brazil, and Russia primarily on account of increasing generics and contract manufacturing activities.

Primary packaging shared XX% of the global pharmaceutical packaging market in 2012. Primary pharmaceutical packaging market will grow at a CAGR of XX% till 2018. This is slightly below the overall industry growth rate with the major growth coming from Pre-filled Syringes

(XX%) and Pre-filled Inhalers (XX%) apart from the plastic bottles and blister packs, which together shared more than XX% of the primary market in 2012.

FIGURE 1

PRIMARY PHARMACEUTICAL PACKAGING MARKET SHARE, 2012



Source: MarketsandMarkets Analysis

2 MARKET OVERVIEW

KEY FINDINGS

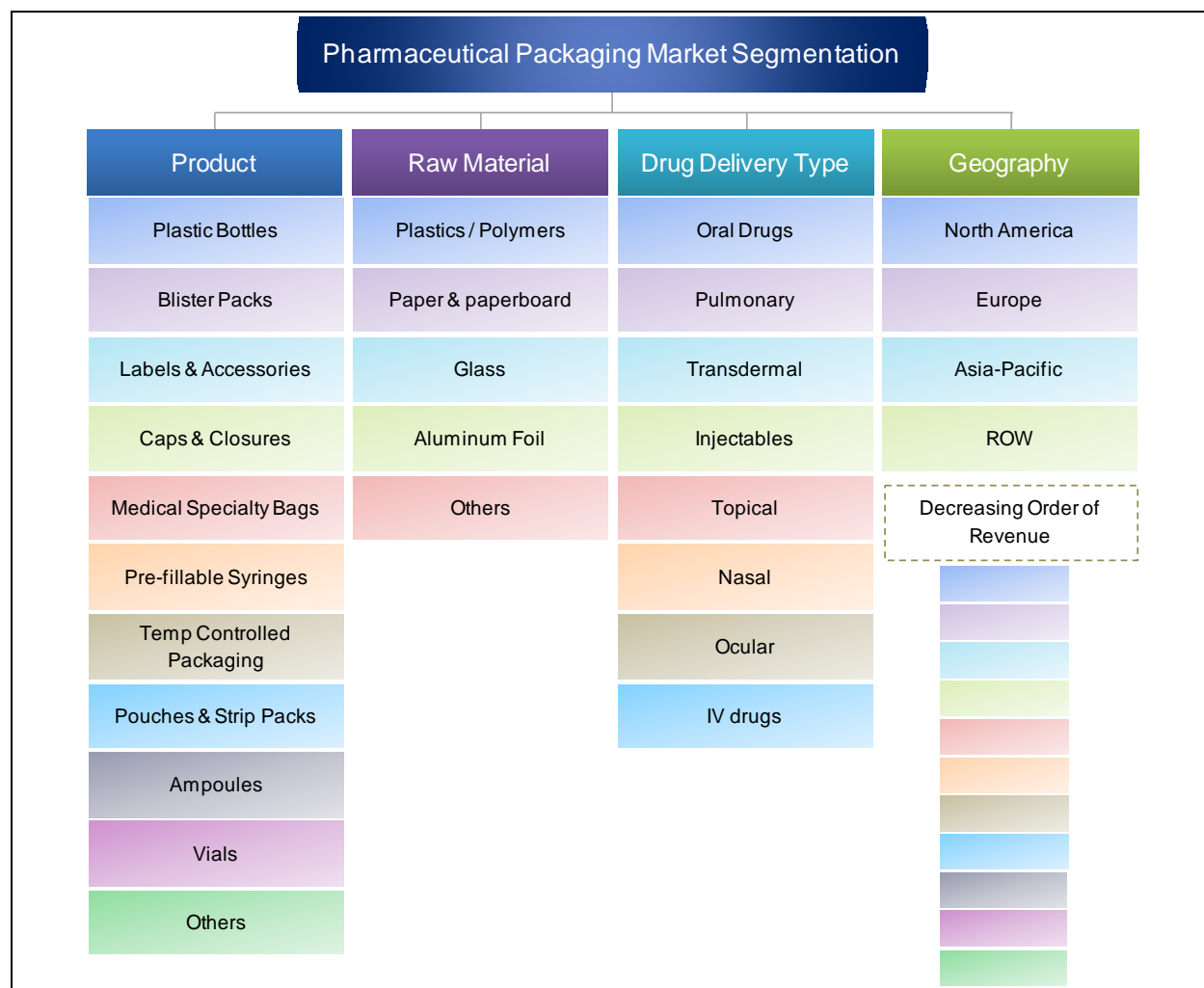
- Rapid growth of pharmaceutical industry globally; especially in emerging economies such as BRIC countries, is driving the pharmaceutical packaging industry
- Plastic bottles & blister packs dominate the market with more than XX% share and pre-fillable syringes & inhalers, caps & closures, and labels & accessories will grow at healthy growth rates in the coming years
- While primary packaging products share major part of the industry, new secondary packaging products are also gaining more share in the market
- Pharmaceutical packaging by drug delivery type is estimated at \$XX million in 2012
- Temperature controlled packaging; especially vaccines are fast emerging as an attraction for packaging suppliers
- Though the market is largely fragmented; increasing number of mergers & acquisitions is forcing greater consolidation at the global supplier landscape
- The global pharmaceutical packaging market is expected to reach \$XX million, at a CAGR of XX% from 2013 to 2018
- North America & Europe shared major part of this market at XX% in 2012 and Asia-pacific is the next biggest contributor with XX% and is emerging as a fastest growing market.

3 PREMIUM INSIGHT

This chapter gives an on-the-go summary of all the segmentations & the relevant market size and shares of the pharmaceutical packaging market, key business markets, key products, and growth rates for the same. One can have a snapshot of the global pharmaceutical packaging business at one place in this chapter.

FIGURE 2

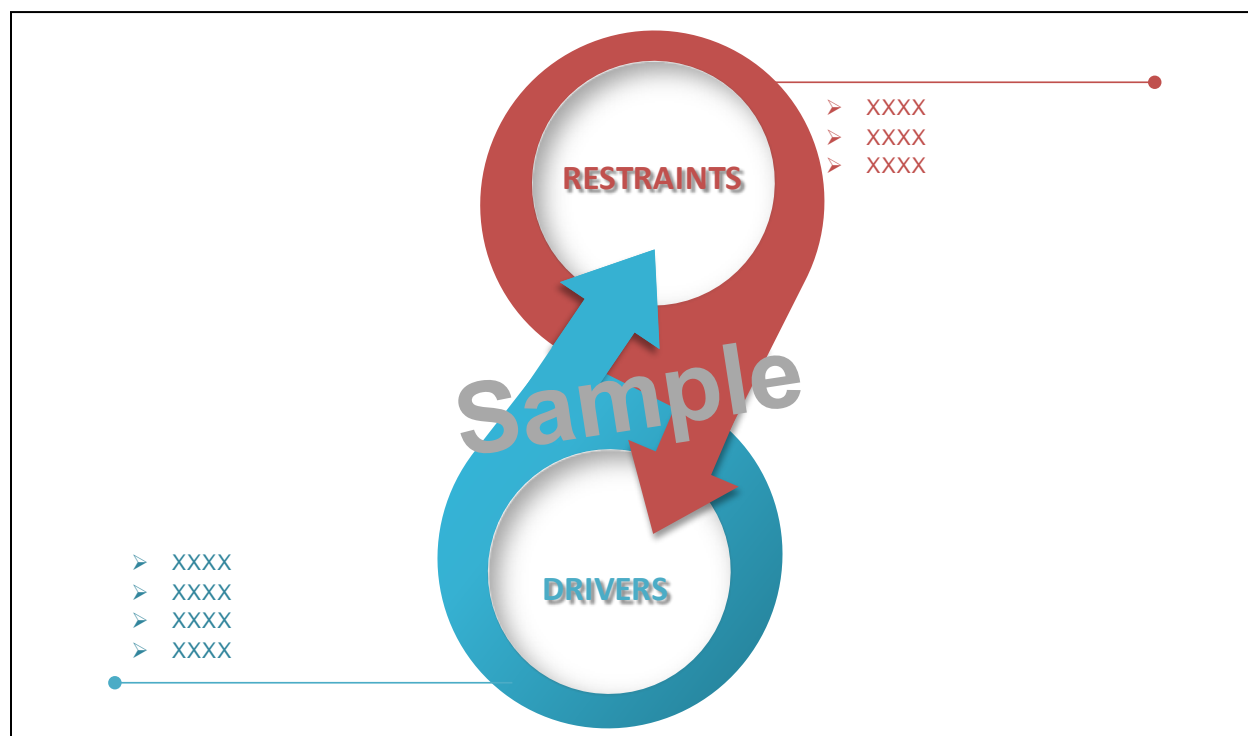
PHARMACEUTICAL PACKAGING: MARKET SEGMENTATION



Source: Primary & Secondary Research and MarketsandMarkets Analysis

FIGURE 3

PHARMACEUTICAL PACKAGING MARKET: DRIVERS VS. RESTRAINTS

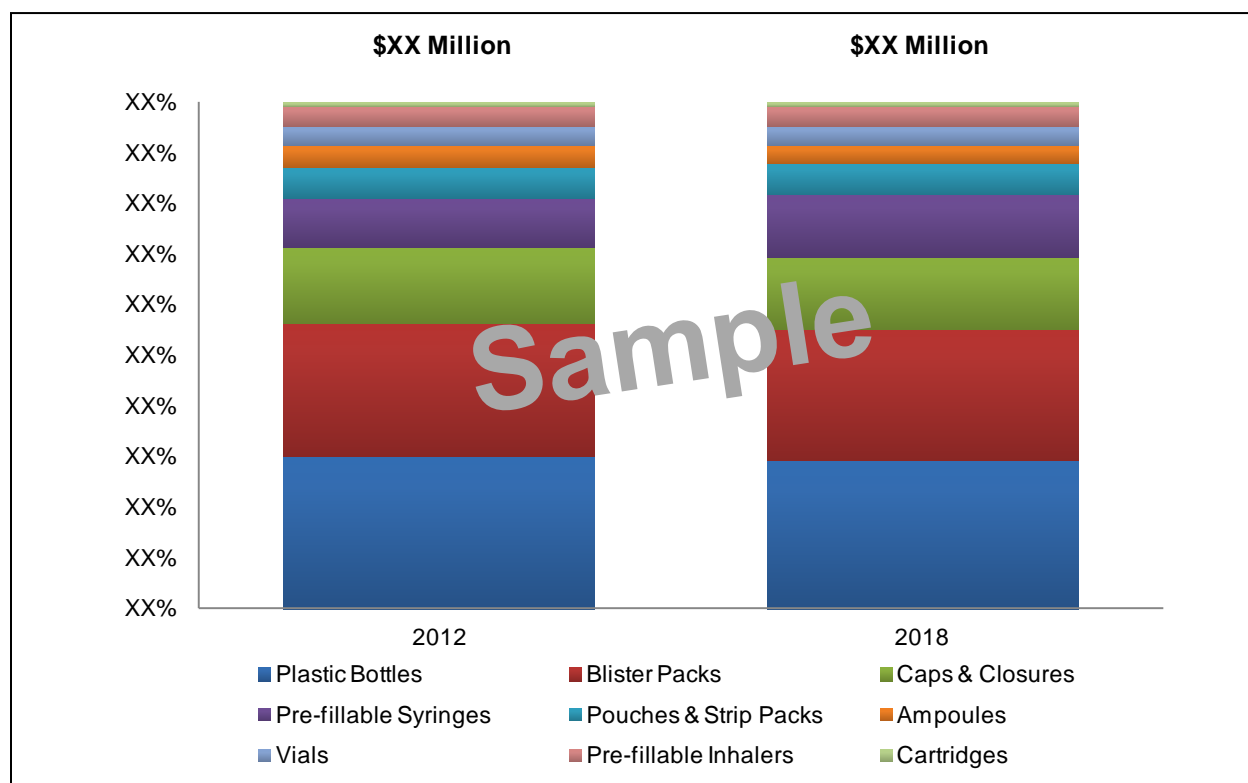


Source: Primary & Secondary Research and MarketsandMarkets Analysis

Looking at the above picture the drivers for the pharmaceutical packaging industry looks to weigh down restraints. This is also justified in the market analysis we have performed in the report further

FIGURE 4

PHARMACEUTICAL PRIMARY PACKAGING MARKET VALUE,
2012-2018 (\$MILLION)



Source: Primary & Secondary Research and MarketsandMarkets Analysis

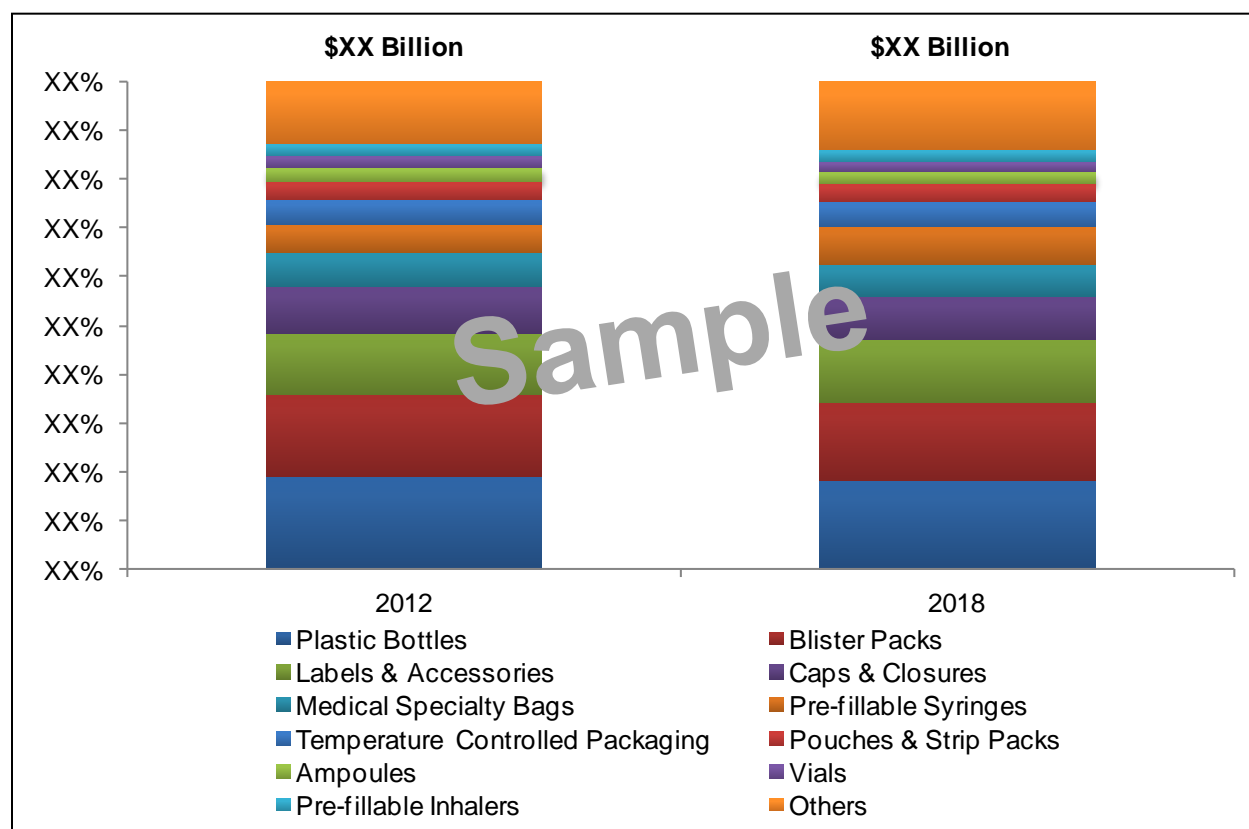
Primary pharmaceutical packaging products contribute more than XX% of the pharmaceutical packaging market globally in 2012 and this trend follows in almost all the markets in the world.

4 PHARMACEUTICAL PACKAGING MARKET, BY PACKAGING TYPE

4.1 INTRODUCTION

FIGURE 5

TOP PHARMACEUTICAL PACKAGING PRODUCTS DOMINATING THE MARKET GLOBALLY, 2012-2018



Source: Primary and Secondary Research, and MarketsandMarkets Analysis

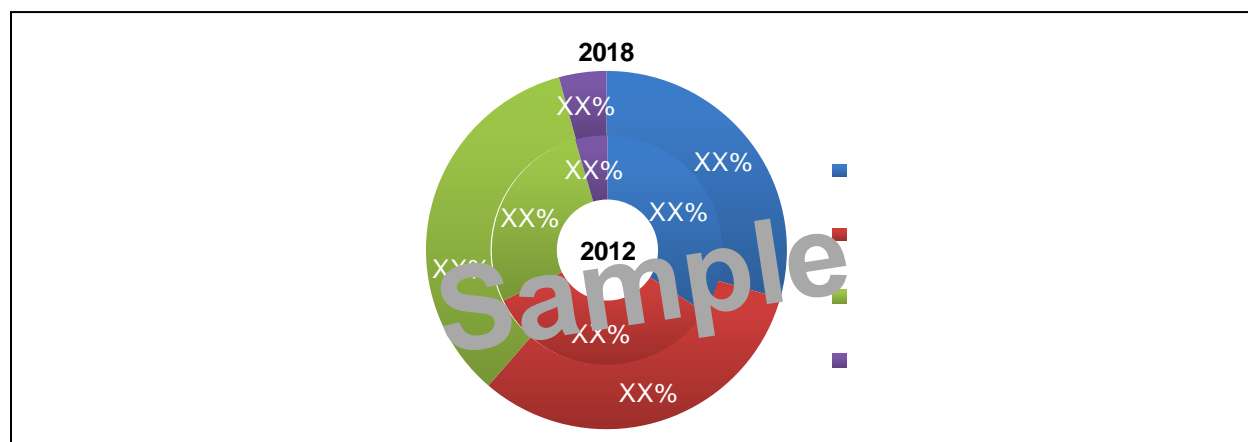
4.2 PLASTIC BOTTLES

The PET and plastic bottles are composed of rigid plastic and are preferred because of their light-weight and shatter-resistant quality. Plastic glass, child proof and tamper evident caps are the major trends driving the plastic bottles market in pharmaceutical packaging. Plastic bottles will remain the most widely used pharmaceutical packaging for oral drugs distributed in bulk and prescription dose volumes to retail and mail order pharmacies. Plastic bottles are dominating applications in OTC medicines sold in tablet and capsule quantities over XX.

Plastic bottles' share in pharmaceutical packaging market was estimated at \$XX million in 2013 and continues to grow at a healthy CAGR of XX% to reach at \$XX million by 2018.

FIGURE 6

PLASTIC BOTTLES PACKAGING MARKET: EXPECTED CHANGE IN DISTRIBUTION, BY REGION, 2012–2018



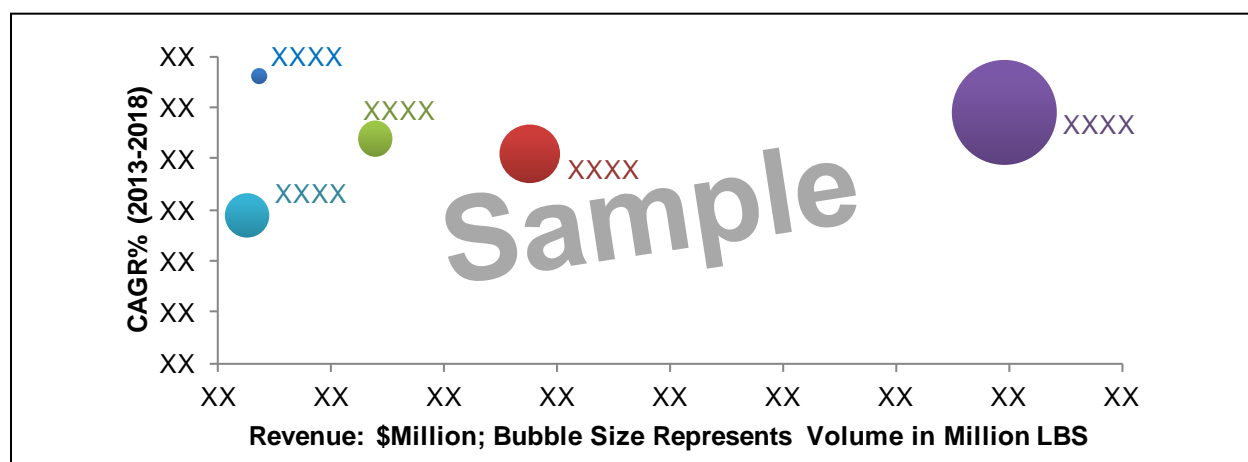
Source: Primary and Secondary Research, and MarketsandMarkets Analysis

5 PHARMACEUTICAL PACKAGING MARKET, BY PACKAGING MATERIAL

5.1 INTRODUCTION

FIGURE 7

PHARMACEUTICALS PACKAGING CONSUMPTION, BY TYPE OF RAW MATERIAL, 2013-2018



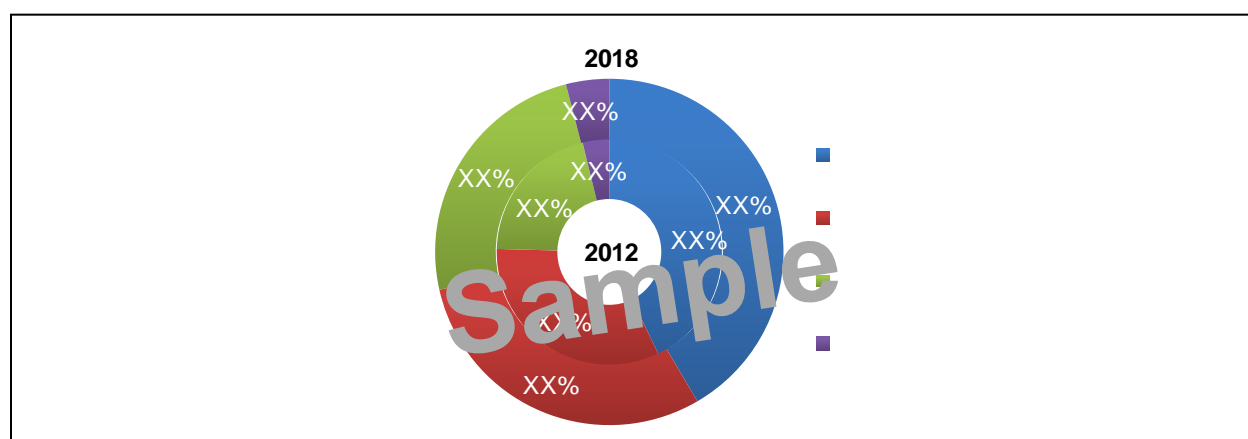
Source: Primary and Secondary Research, and MarketsandMarkets Analysis

6 PHARMACEUTICAL PACKAGING MARKET, BY DRUG DELIVERY TYPE

6.1 INTRODUCTION

FIGURE 8

DRUG DELIVERY MARKET VALUE, BY GEOGRAPHY,
2012-2018 (\$MILLION)

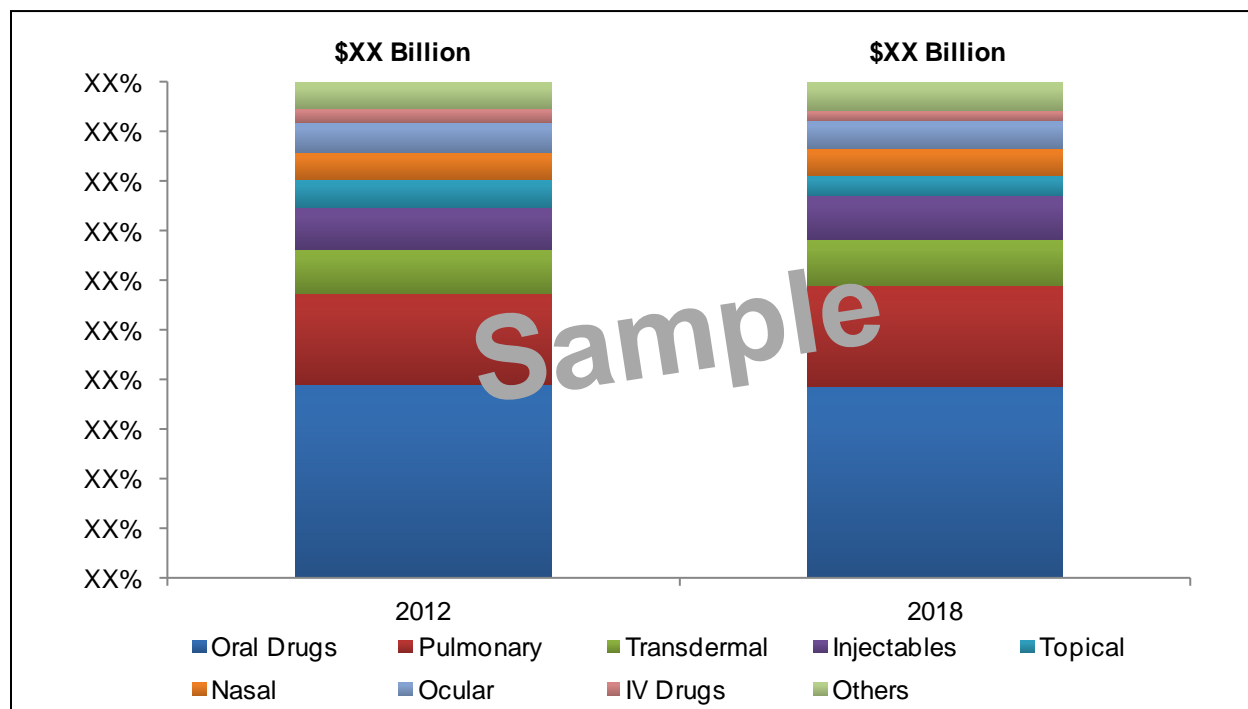


Source: Primary and Secondary Research, MarketsandMarkets Analysis

North America held the largest share XX% of the global pharmaceutical drug delivery packaging market in 2012 and is expected to grow with CAGR of XX% to reach \$XX million by 2018. Europe and Asia-Pacific are growing with a strong CAGR of XX% and XX% to reach \$XX million and \$XX million respectively. Asia-Pacific shared XX% of the global pharmaceutical drug delivery packaging market in 2012 and look to increase its market share to reach XX% till 2018. The market share of North America and Europe will slightly decline to reach XX% and XX% by 2018.

FIGURE 9

PHARMACEUTICAL PACKAGING MARKET SHARE, BY DRUG DELIVERY
TYPE, 2012–2018 (%)



Source: Primary and Secondary Research, MarketsandMarkets Analysis

Oral drugs packaging segment is the chief contributor to global pharmaceutical drug delivery market, contributing XX% in 2012, and it seems to dominate the market till 2018 and secure its highest market share with XX%. The market for pulmonary contributed XX% of the total drug delivery market in 2012 and seems to secure its second highest market share till 2018 with slightly increased share of XX% as compared to 2012. Transdermal and injectables are at third and fourth position with contributions of XX% and XX% in the global drug delivery packaging market in 2012 and these also look to secure respective positions with a slightly increased share of XX% and XX% respectively by 2018.

7 PHARMACEUTICAL PACKAGING MARKET, BY GEOGRAPHY

7.1 EUROPE

TABLE 2

EUROPE: PHARMACEUTICALS PACKAGING MARKET VALUE, BY PACKAGING TYPE, 2011-2018 (\$MILLION)

Packaging type	2011	2012	2013	2018	CAGR% (2013-2018)
Ampoules	XX	XX	XX	XX	XX
Blister	XX	XX	XX	XX	XX
Plastic bottles	XX	XX	XX	XX	XX
Labels & accessories	XX	XX	XX	XX	XX
Caps & closures	XX	XX	XX	XX	XX
Pouches & strip packs	XX	XX	XX	XX	XX
Pre-filled Syringes	XX	XX	XX	XX	XX
Pre-filled Inhalers	XX	XX	XX	XX	XX
Medication Tubes	XX	XX	XX	XX	XX
Vials	XX	XX	XX	XX	XX
Temp controlled packaging	XX	XX	XX	XX	XX
Medical Specialty Bags	XX	XX	XX	XX	XX
Mini-Jars	XX	XX	XX	XX	XX

Packaging type	2011	2012	2013	2018	CAGR% (2013-2018)
Canisters	XX	XX	XX	XX	XX
Cartridges	XX	XX	XX	XX	XX
Others	XX	XX	XX	XX	XX
Total	XX	XX	XX	XX	XX

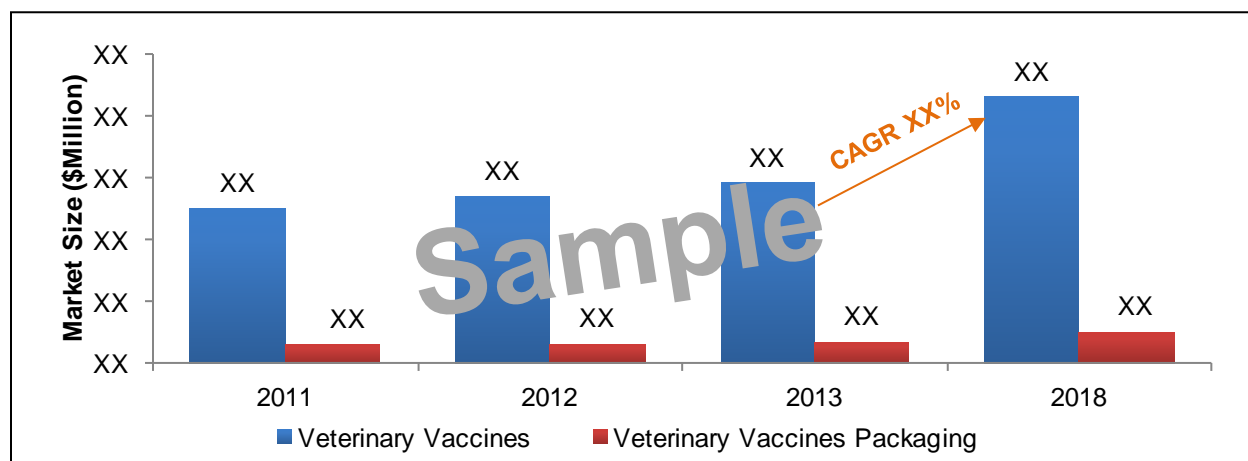
Source: Primary and Secondary Research, MarketsandMarkets Analysis

8 PACKAGING MARKET FOR VETERINARY VACCINES

8.1 INTRODUCTION

FIGURE 10

VETERINARY VACCINES & VACCINES PACKAGING MARKET VALUE, 2011-2018

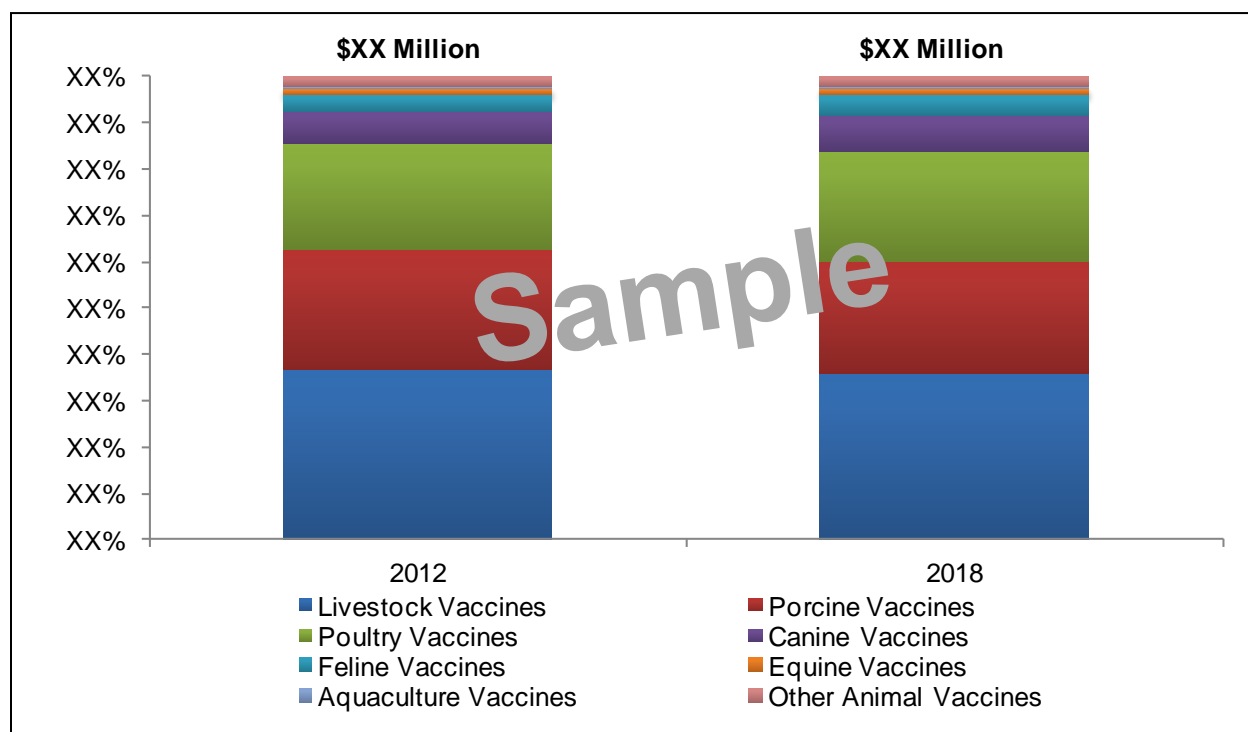


Source: Secondary Research and MarketsandMarkets Analysis

The veterinary vaccines market was \$XX million in 2012 and is expected to reach \$XX million by 2018, growing at a CAGR of XX% from 2013 to 2018. The veterinary vaccines packaging market is following the veterinary vaccines sales at the same pace and was \$XX million in 2012. It is estimated to reach \$XX million by 2018, growing at a CAGR of XX% from 2013 to 2018.

FIGURE 11

**GLOBAL VETERINARY VACCINES PACKAGING MARKET VALUE,
BY PRODUCT, 2012 & 2018**



Source: Primary and Secondary Research, MarketsandMarkets Analysis

The large share of livestock vaccines packaging is attributed to the large livestock population in North America and Europe along with the highly organized dairy and beef sectors in these regions. The canine and feline animal vaccines packaging market will grow at a high CAGR owing to the increasing number of zoonotic diseases in the human population and the growing number of pet owners worldwide.

9 COMPETITIVE LANDSCAPE

9.1 INTRODUCTION

This chapter presents the major growth strategies adopted by the companies in the global pharmaceutical packaging market in last four years. The major strategies identified are:

- Mergers and acquisitions
- Agreements, collaborations, and partnerships
- Expansions
- New product launches

The global pharmaceutical packaging industry is rapidly evolving market. The current scenario in the global pharmaceutical packaging market is dominated by number of major players that include MeadWestvaco Corporation (U.S.), Schott AG (Germany), Amcor Ltd. (Australia), Rexam PLC (U.K.), Gerresheimer AG (Germany), and so on. Most of these companies are leaders in the production of plastic and glass pharmaceutical packaging. These companies are focused on investment to establish new production facilities and capacity expansion of pharmaceutical packaging to achieve economies of scale, product innovation, and expansion in order to capture and improve market share.

Market players are concentrating on increasing their production capacities, with expectation of a surge in pharmaceutical packaging demand from pharmaceutical industry, especially from Asia and South America. Companies are focusing their investments to set up new facilities mainly in BRIC countries (i.e. Brazil, Russia, India, and China) and increasing global presence through acquisition of the local regional players to address the growing demand in emerging markets.

The market exhibits different strategies for the developed and developing countries. In developed countries, the demand for advanced drug delivery systems such as prefilled syringes continues to grow further; whereas, in developing countries the traditional drug delivery systems such as blister packs and bottles has shown positive response. The strategy

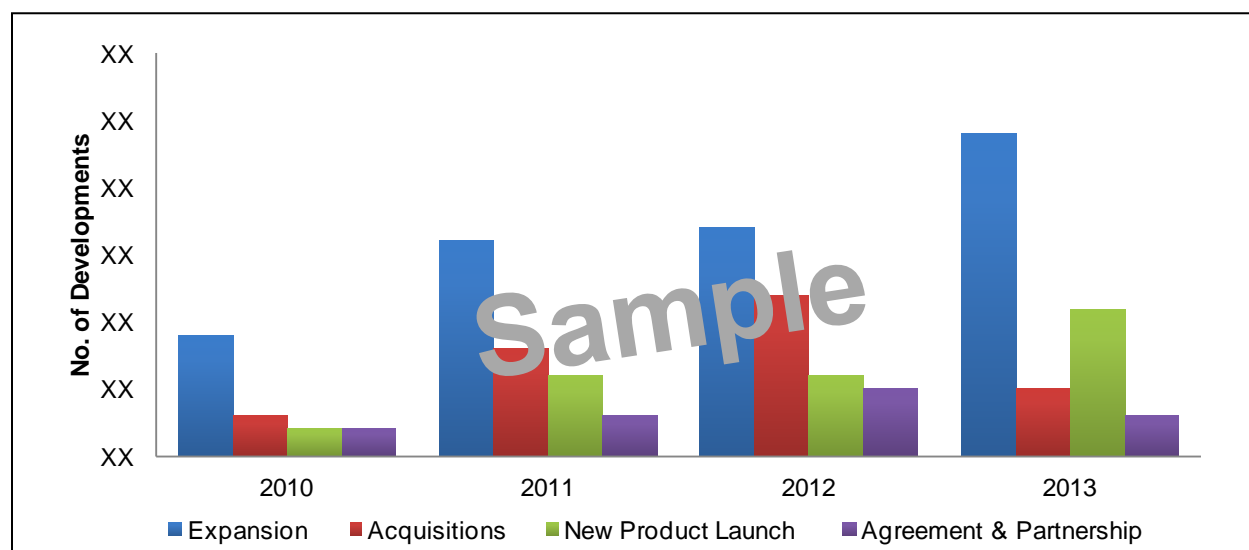
of the market players is focused on developing technology, expanding production capacities and acquisition of local players in new geographies through investment.

9.2 INCREASE IN NUMBER OF DEVELOPMENTS IN EMERGING COUNTRIES

The global pharmaceutical packaging market experienced continuous increase in the demand from pharmaceutical industries, which resulted in an increase in the number of market developments mainly for expansions and acquisitions strategy. This was primarily owing to the global credit crunch in emerging markets such as India, Brazil, China, and Russia.

FIGURE 12

PHARMACEUTICAL PACKAGING MARKET: DEVELOPMENTS, 2010–2013

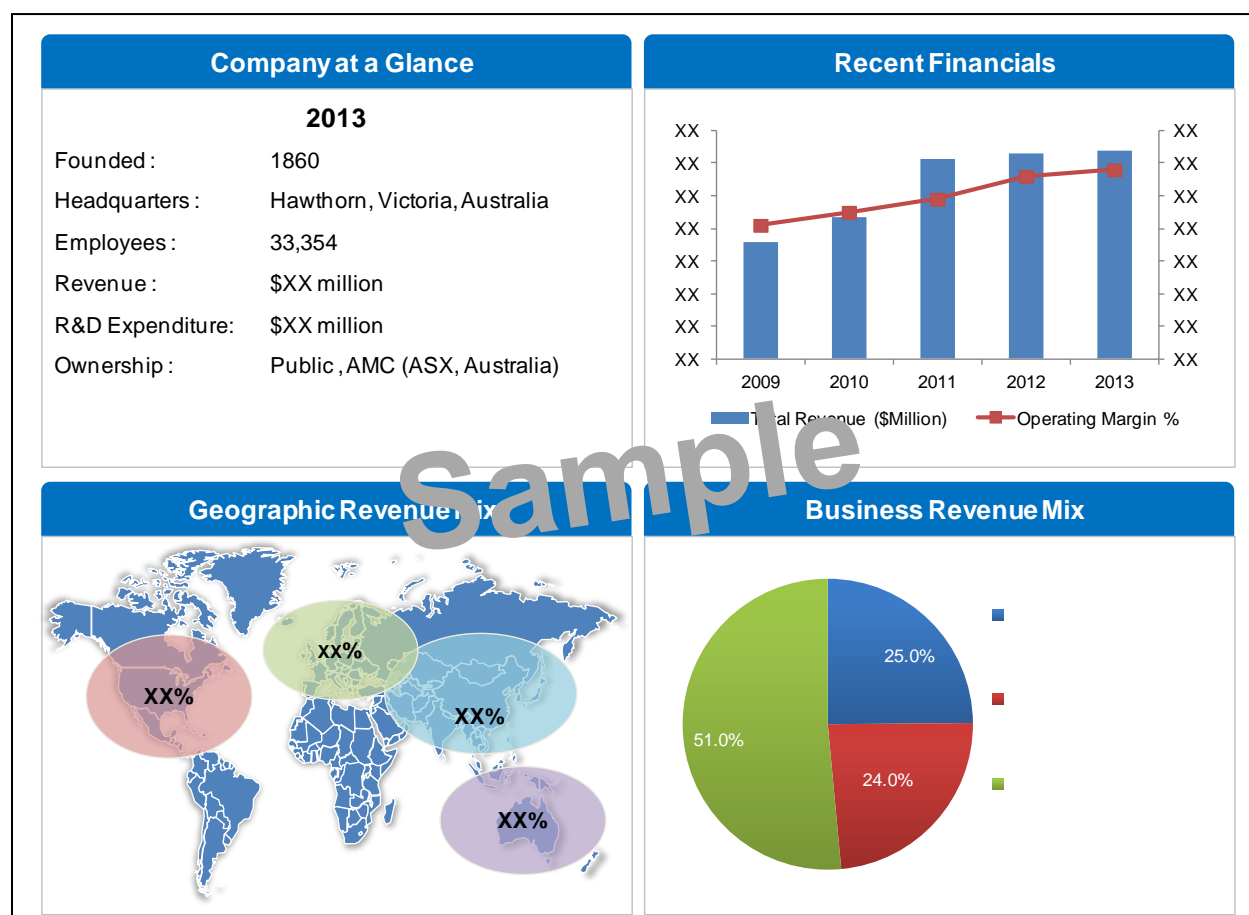


Source: Secondary Research and MarketsandMarkets Analysis

10 COMPANY PROFILES

10.1 AMCOR LTD.

10.1.1 COMPANY SNAPSHOT



Source: MarketsandMarkets Analysis

10.1.2 OVERVIEW

Amcor Ltd. is a packaging solutions company. It is primarily engaged in production and marketing of plastic, fiber, metal, and glass packaging products and services for industries such as beverages, food, healthcare, personal care, and tobacco. The company operates in four segments: Amcor Rigid Plastics, Amcor Australasia and Packaging Distribution, Amcor Flexibles and Other/Investments. It operates globally through its subsidiaries with over XX plants in 43 countries. Its operations are spread across the Americas, Asia-Pacific, Europe, Middle East and Africa. Its major competitors are MeadWestvaco Corporation (U.S.), Schott AG (Germany), and Rexam PLC (U.K.).

Source: Company Website and Annual Report 2013

10.1.3 FINANCIALS

TABLE 3

AMCOR LTD.: ANNUAL REVENUE, BY BUSINESS SEGMENTS, 2012–2013 (\$MILLION)

Business segment	2012	2013	%Change
Amcor Rigid Plastics	XX	XX	XX
Amcor Australasia and Packaging	XX	XX	XX
Amcor Flexibles recognized	XX	XX	XX
Elimination of inter-segment revenue	XX	XX	XX
Total	XX	XX	XX

Source: Company Annual Report 2013

The company recorded total revenue of \$XX million as on June 30, 2013, an increase of XX% as compared to the financial year 2012. The revenue for its Amcor Rigid Plastics business segment decreased by XX% in 2013 over the year 2012 and its Amcor Flexibles recognized

business segment recorded revenue of \$XX million for the financial year ended June 2013, an increase of XX% over the FY 2012.

TABLE 4

**AMCOR LTD.: ANNUAL REVENUE, BY PRODUCT SEGMENTS,
2012–2013 (\$MILLION)**

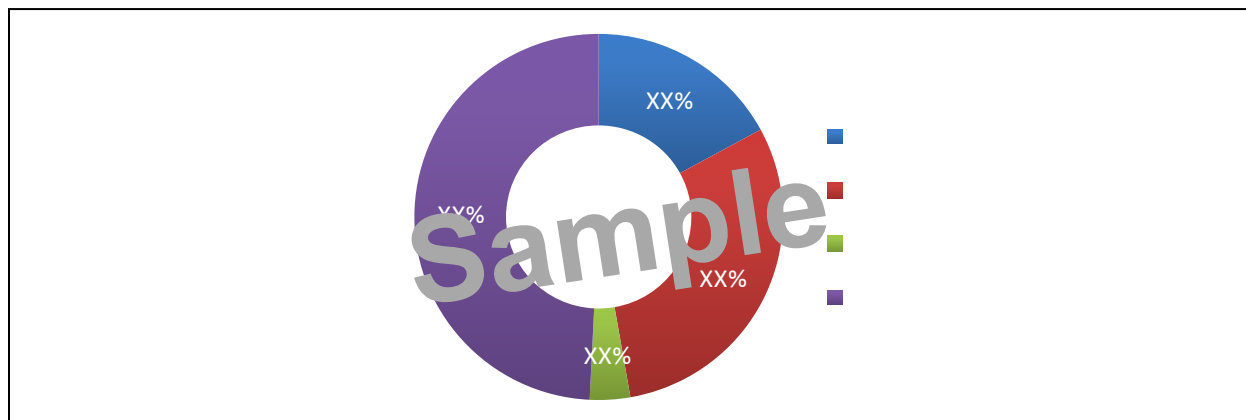
Product segment	2012	2013	%Change
Rigid plastics packaging	XX	XX	XX
Flexible and film packaging	XX	XX	XX
Fiber and paper-based packaging	XX	XX	XX
Metal packaging	XX	XX	XX
Tobacco packaging	XX	XX	XX
Glass packaging	XX	XX	XX
Other	XX	XX	XX
Total	XX	XX	XX

Source: Company Annual Report 2013

The company's glass packaging segment recorded revenue of \$XX million for the financial year ended June 30, 2013, an increase of XX% over the FY 2012. The revenue for the Fiber and paper-based packaging product segment grew by XX% in 2013 as compared to the year 2012. Its Flexible and film packaging business segment recorded revenue of \$XX million for the FY 2013 an increase of XX% over the year 2012. The decrease in Metal packaging is mainly due to the declining demand in beverages packaging from global market.

FIGURE 13

AMCOR LTD.: ANNUAL REVENUE, BY GEOGRAPHY, 2013



Source: Annual Report 2013

In 2013, U.S. contributed a highest of approximately XX% of the company's revenue, followed by Australia contributing about XX%. Switzerland contributed around XX% of the company's revenue in FY 2013.

Conversion Rate:

For the FY ended June 30, 2013; AUD1=\$1.0271

For the FY ended June 30, 2012; AUD1=\$1.0325

(Note: The difference in %Change is due to the currency fluctuation)

10.1.4 PRODUCTS & SERVICES

The company offers following pharmaceutical packaging products:

TABLE 5

AMCOR LTD.: PRODUCTS & THEIR APPLICATIONS

Product Type	Product/Brand	Application
Blister packaging	Dessiflex Blister System	It provides an impermeable barrier against cross diffusion through the blister edges
	Dessiflex sachet laminates	It protects moisture sensitive products and devices and extends product shelf life
	Formpack PVC-free blister packaging	It provides a barrier against moisture, light, oxygen, and gases
	Formpack Coldform Blister Packs	It extends shelf life and long term de-lamination resistance.
	Guardlid blister	Puncture resistance and specialized peelability and meets the U.S. and EP compliances
	Formpack Tropical Blister	It creates an impermeable barrier to moisture, light, oxygen, and other gases and increases shelf life
	Polybar Aclar blister	Offers the widest range MVTR (Moisture Vapor Transmission Rate)
	Polybar COC blister	Packaging for high temperature and humidity conditions
	Polybar Duplex blister	For cost-effective Moisture Vapor Transmission Rate (MVTR) packaging
Plastic bottles	HDPE, LDPE, PP Custom bottles	Suitable for pharmaceutical, home care and personal care products

Product Type	Product/Brand	Application
	(1mL to 4.5L)	
Closures & tips	The Tamper Plus closure system	For pharmaceutical and ophthalmic products
	The Secure Plus closure	
Anti-counterfeit solutions	N'CRYPT Pharma Security Solutions	These technologies including printing techniques and authentication features, with secure production and supply chain processes protects brands from counterfeiting
Bags & drum liners,	Bag and drum size range 34" x 60"	For packaging of bulk drugs and active pharmaceutical ingredients
Cans & Trays	MediCan	Ensures premium product protection and extended shelf life
Laminates-coldformable	Dessiflex Blister System	It provides the ultimate barrier for the most sensitive pharmaceutical products
	Formpack Tropical Blister	Laminate layer is the ideal enhancement to conventional thermoformed blisters
Sachets, flow packs, stick/strip packs	Dessiflex sachet laminates	To protect very moisture-sensitive products and devices and extend product shelf life
Secondary packaging	Flow wraps and overwraps	To provide the optimal protection for medical and pharmaceutical products

Source: Company Website

10.1.5 STRATEGY & INSIGHTS

According to the company's strategy, its intense focus is on the customer service excellence and reliability that has been a keystone of its rapid and successful growth in the U.S., Canada, Mexico, Europe, and Asia-Pacific regions.

In order to pursue its organic and inorganic expansion growth strategy the company continues to invest in capacity expansion, new plant establishment, and acquisition of other players in the flexible packaging market. It has established its flexible packaging business in North America quite well and continues to strengthen it through increased production capacity of extrusion blow molded PP bottle at its Midwest, Southwest, and Canadian manufacturing plants to cater local demands. With the acquisition of Marfred Industries in U.S. Amcor Packaging Distribution (APD) has increased the production volume and improved its distribution channel in U.S. The new technology at its Mundelein, Illinois plant (U.S.) helped the company to start new nine-layers, high-performance blown film production line to meet the increasing demand. It is also increasing its market share in Europe through acquisitions and investments. The acquisition of B-Pack Due (Italy) for approximately \$XX million enhanced the company's capabilities in cast polypropylene (CPP) film manufacturing business. Investment at Amcor Flexibles Coulommiers plant (France) increased the production capacity of innovative sterilisable packaging business to target the pharmaceutical and other industries in the region.

Furthermore, the company is eyeing emerging Asian market through acquisitions of leading local players. It acquired the flexible packaging operations of Jiangsu Shenda Group (China) and Uniglobe (India), and Aperio Group (Australia). These acquisitions helped the company to secure its leading position in Asia and target this market to increase its global market share in pharmaceutical packaging business.

10.1.6 DEVELOPMENTS

Date	Approach	Description
July 2013	Acquisition	Amcor Ltd. (Australia), a packaging solutions company acquired the flexible packaging operations of Jiangsu Shenda Group (China) for approximately \$XX million (RMBXX million). The acquired flexible packaging business strongly fits with the company's strategy to strengthen its market position in Eastern China through increasing film manufacturing and conversion capabilities for pharmaceutical and other packaging applications in the region.
March 2012	Acquisition	Amcor Ltd. (Australia) acquired the Aperio Group (Australia) for approximately \$XXmillion (AUS\$XX million). This acquisition is in line with Amcor's strategy to take the opportunity of developing a stronger platform for new technologies to meet ongoing customer needs. It also helped to expand its existing pharmaceutical and other flexible packaging business in Asia-Pacific. 1 AUS\$=\$1.036
March 2012	Expansion	Amcor Ltd. (Australia) increased the production capacity of extrusion blow molded PP bottles at its Midwest, Southwest, and Canadian manufacturing plants. This increased capacity helped the company to meet the increasing packaging demands from pharmaceutical and other industries in North American region.
March 2012	Acquisition	Amcor Ltd. (Australia) acquired the India-based flexible packaging manufacturing company Uniglobe (India) for approximately \$XX million (A\$XX million). This strategic acquisition expands the Amcor's existing footprint in India to target this fast growing pharmaceutical market for flexible packaging business. 1 AUS\$=\$1.036

Date	Approach	Description
March 2012	Expansion	Amcor Ltd. (Australia) invested huge amount to increase the production capacity of innovative sterilisable packaging applications, at Amcor Flexibles Coulommiers plant in France. This investment helped the company to target both hospital and medical markets for expansion of its flexible packaging business globally.
September 2011	Acquisition	Amcor Packaging Distribution (APD), a division of Amcor Ltd. (Australia) acquired the Marfred Industries (U.S.), a packaging manufacturer and packaging distributor in U.S. This move helped the company to focus on North America for expansion of flexible packaging business for food and pharmaceutical industry.
October 2010	Acquisition	Amcor Ltd. (Australia) acquired B-Pack Due (Italy), a cast polypropylene (CPP) film manufacturer for approximately \$XX million (€XX million). This strategic acquisition enhances the existing packaging portfolio to target the end markets such as medical, pet food, and other laminated food packaging.
March 2010	Expansion	Amcor Flexibles Europe & Americas, a division of Amcor Ltd. (Australia) started the new ninelayer, high performance blown film production line at its Mundelein, Illinois plant in U.S. This advanced production line establishment helped the company to target the global hospital and medical markets for expansion of its flexible packaging business.

Source: MarketsandMarkets Analysis

10.1.7 MNM VIEW

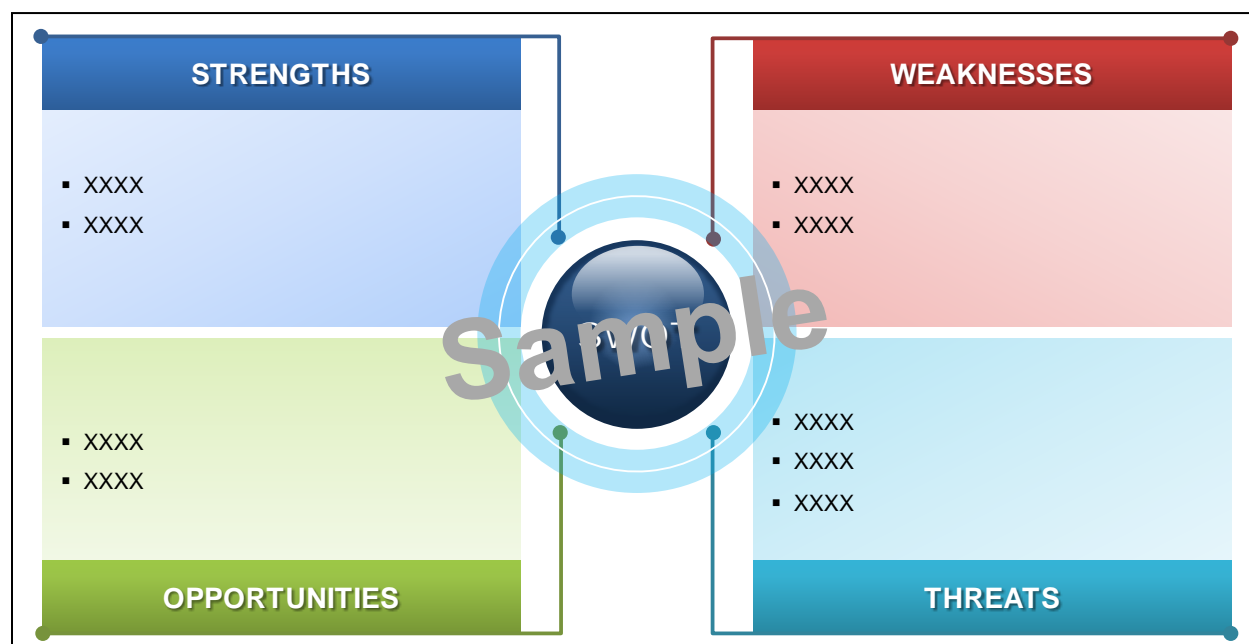
The company is focusing on the expansion of its business in Europe and North America. It has a well settled business in Australia and other parts of Asia-Pacific and continues to strengthen it through acquisitions of leading local companies and by adopting the new technologies. This will benefit the company to introduce new products at regular intervals. It has developed broad pharmaceutical packaging product portfolio and it helped the company to enhance its global market position. The company is targeting the global pharmaceutical packaging market

through its traditional products such as Blister, Plastic bottles, Closures & tips, Anti-counterfeit solutions, Bags & drum liners, Cans & Trays, Laminates-coldformable, Sachets, flow packs, stick/strip packs, and secondary packaging. This product portfolio will help the company to target the BRIC region for expansion of its pharmaceutical packaging business.

10.1.8 SWOT ANALYSIS

FIGURE 14

AMCOR LTD.: SWOT ANALYSIS



Source: MarketsandMarkets Analysis

Disclaimer: MarketsandMarkets strategic analysis services are limited publications containing valuable market information provided to a select group of customers in response to orders. Our customers acknowledge, when ordering, that MarketsandMarkets strategic analysis services are for our customers' internal use and not for general publication or disclosure to third parties. Quantitative market information is based primarily on interviews and therefore, is subject to fluctuation.

MarketsandMarkets does not endorse any vendor, product or service depicted in its research publications. MarketsandMarkets strategic analysis publications consist of the opinions of MarketsandMarkets' research and should not be construed as statements of fact. MarketsandMarkets disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

MarketsandMarkets takes no responsibility for any incorrect information supplied to us by manufacturers or users.

All trademarks, copyrights and other forms of intellectual property belong to their respective owners and may be protected by copyright. Under no circumstance may any of these be reproduced in any form without the prior written agreement of their owner.

No part of this strategic analysis service may be given, lent, resold or disclosed to non-customers without written permission.

Reproduction and/or transmission in any form and by any means including photocopying, mechanical, electronic, recording or otherwise, without the permission of the publisher is prohibited.

For information regarding permission, contact:

Tel: 1-888-600-6441

Email: sales@marketsandmarkets.com