

# **Global EMEA POP Packaging Market Size Study, by Product (Counter Display, Floor Display, Gravity Feed Display, Pallet Display, Side Kick Display, Dump Bin Display, Clip Strip Display Pouches), by Material (Paper, Foam, Plastic, Glass, Metal), by Application (Hypermarket, Supermarket, Departmental Stores, Specialty Stores, Convenience Stores), by End Use (Food & Beverage, Personal Care, Pharmaceuticals, Electronics, Automotive, Others), and Regional Forecasts 2022-2032**

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## **Abstracts**

The Global EMEA POP Packaging Market is projected to ascend from USD 4.34 billion in 2023 to approximately USD 6.02 billion by 2032, reflecting a compound annual growth rate (CAGR) of 6.02% during the forecast period from 2024 to 2032. The packaging sector within Europe, the Middle East, and Africa (EMEA) thrives on the increasing demand for attractive and functional point-of-purchase (POP) displays that bolster consumer engagement and drive sales conversions. This market captures the synergy between innovative packaging and the rising adoption of modern retail strategies, elevating both product visibility and brand recognition.

Heightened consumer preferences for sustainable and visually appealing packaging solutions have set the stage for dynamic growth in the POP packaging landscape. Displays such as counter and gravity feed options are gaining traction for their strategic placement, while pallet displays serve as pivotal solutions for bulk product showcasing in high-traffic areas. Key trends in materials, such as the shift toward recyclable plastics

and biodegradable papers, underscore the industry's alignment with global sustainability objectives. Despite cost pressures from raw material volatility, advanced design methodologies and efficient manufacturing technologies are mitigating these challenges while expanding market potential.

Regionally, Europe dominates the EMEA POP packaging market, with robust retail networks and a pronounced emphasis on eco-friendly packaging solutions. The Middle East, with its expanding mall culture and luxury retail spaces, represents a burgeoning growth hub, while Africa's evolving retail sector demonstrates untapped potential, fueled by economic development and urbanization. The diverse dynamics across these regions underscore a thriving ecosystem that leverages technological advancements and tailored consumer engagement strategies.

Strategic investments in intelligent display systems, such as those equipped with digital interaction capabilities, are paving the way for future growth. As consumer-centric trends evolve, POP packaging is expected to remain a linchpin in retail innovation, providing tangible benefits across the value chain from manufacturers to end-users.

Major market players included in this report are:

WestRock Company

DS Smith Plc

Smurfit Kappa Group Plc

Sonoco Products Company

International Paper Company

Georgia-Pacific LLC

Mondi Group

Pratt Industries

Huhtamaki Oyj

UPM Raflatac

Alpla Group

Sealed Air Corporation

Berry Global Group, Inc.

Kl?ckner Pentaplast Group

Amcor Plc

The detailed segments and sub-segment of the market are explained below:

By Product:

Counter Display

Floor Display

Gravity Feed Display

Pallet Display

Side Kick Display

Dump Bin Display

Clip Strip Display Pouches

By Material:

Paper

Foam

Plastic

Glass

Metal

By Application:

Hypermarket

Supermarket

Departmental Stores

Specialty Stores

Convenience Stores

By End Use:

Food & Beverage

Personal Care

Pharmaceuticals

Electronics

Automotive

Others

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America:

Brazil

Mexico

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical Year: 2022, 2023

Base Year: 2023

Forecast Period: 2024 to 2032

Key Takeaways:

Extensive revenue and trend analysis, covering regional and segment-wise projections for the next decade.

Insights into strategic growth opportunities and market challenges across diverse regions.

Detailed evaluation of the competitive landscape, with actionable recommendations for stakeholders to capitalize on evolving trends.

Forward-looking perspectives on technological innovations shaping the future of POP packaging in the EMEA region.

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