

Global On-the-go Breakfast Packaging Market Size Study, by Type (Hot Breakfast Packaging, Cold Breakfast Packaging, Frozen Breakfast Packaging), by Material (Paper-based, Plastic-based, Metal-based, Glass-based, Biodegradable), by End Use (Food Service, Retail, E-commerce), by Distribution Channel (Direct-to-Store, Wholesalers/Distributors, Online Retailers), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G31D578AE59CEN.html>

Date: March 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G31D578AE59CEN

Abstracts

The Global On-the-go Breakfast Packaging Market was valued at approximately USD 71.3 billion in 2023 and is anticipated to grow at a robust CAGR of 6.20% over the forecast period from 2024 to 2032. As modern consumers demand increased convenience without compromising sustainability, the market for on-the-go breakfast packaging is experiencing rapid growth. The shift in consumer behavior toward ready-to-eat, portable, and healthy breakfast options has propelled the demand for innovative and efficient packaging solutions. Furthermore, manufacturers are focusing on sustainability, adopting biodegradable and recyclable materials to align with stringent environmental regulations and evolving consumer preferences.

The market's expansion is primarily driven by the rising urban population with fast-paced lifestyles, requiring accessible and mess-free breakfast options. Food service providers and retailers are increasingly investing in packaging that not only preserves food freshness but also enhances portability. Moreover, significant technological advancements in the packaging industry, including smart packaging solutions with temperature control and freshness indicators, are reshaping the landscape. Additionally, the e-commerce boom has led to heightened demand for durable, lightweight, and

protective packaging to facilitate safe and efficient food deliveries.

Despite the positive market trajectory, challenges such as fluctuating raw material costs and regulatory constraints on plastic packaging may impede growth. However, industry players are mitigating these challenges through investments in research and development to introduce sustainable, cost-effective packaging alternatives. The growing adoption of biodegradable plastics, plant-based packaging materials, and advanced design solutions for improved usability is expected to unlock new opportunities in the market.

Regionally, North America and Europe dominate the On-the-go Breakfast Packaging Market due to high consumer demand for sustainable packaging and stringent regulatory frameworks. The presence of key market players, coupled with an increasing preference for eco-friendly packaging solutions, strengthens market expansion in these regions. Meanwhile, Asia-Pacific is anticipated to witness the fastest growth over the forecast period, driven by rising disposable incomes, a growing middle-class population, and increasing demand for convenient food solutions. Countries such as China, India, and Japan are at the forefront of packaging innovation, creating lucrative opportunities for industry participants.

Major market players included in this report are:

- Amcor Plc
- Berry Global Group, Inc.
- Sealed Air Corporation
- Sonoco Products Company
- Huhtamaki Oyj
- Greiner Packaging International GmbH
- Reynolds Group Holdings Limited
- Wipak Ltd.
- Coveris Holdings S.A.

- Genpak LLC
- Mondi Plc
- WestRock Company
- Stora Enso Oyj
- Constantia Flexibles Group GmbH
- Smurfit Kappa Group

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

By Type:

- Hot Breakfast Packaging
- Cold Breakfast Packaging
- Frozen Breakfast Packaging

By Material:

- Paper-based
- Plastic-based
- Metal-based
- Glass-based
- Biodegradable

By End Use:

- Food Service

- Retail

- E-commerce

By Distribution Channel:

- Direct-to-Store

- Wholesalers/Distributors

- Online Retailers

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
- Rest of Latin America

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:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional-level analysis for each market segment.

- Detailed analysis of geographical landscapes with country-level insights into major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approaches.
- Competitive structure analysis of the market.
- Demand-side and supply-side market analysis.

Contents

CHAPTER 1. GLOBAL ON-THE-GO BREAKFAST PACKAGING MARKET EXECUTIVE SUMMARY

- 1.1. Global On-the-go Breakfast Packaging Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Type
 - Hot Breakfast Packaging
 - Cold Breakfast Packaging
 - Frozen Breakfast Packaging
 - 1.3.2. By Material
 - Paper-based
 - Plastic-based
 - Metal-based
 - Glass-based
 - Biodegradable
 - 1.3.3. By End Use
 - Food Service
 - Retail
 - E-commerce
 - 1.3.4. By Distribution Channel
 - Direct-to-Store
 - Wholesalers/Distributors
 - Online Retailers
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL ON-THE-GO BREAKFAST PACKAGING MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis

- 2.3.3.1. Availability
- 2.3.3.2. Infrastructure
- 2.3.3.3. Regulatory Environment
- 2.3.3.4. Market Competition
- 2.3.3.5. Economic Viability (Consumer's Perspective)
- 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
 - Historical Year – 2022, 2023
 - Base Year – 2023
 - Forecast Period – 2024-2032
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL ON-THE-GO BREAKFAST PACKAGING MARKET DYNAMICS

- 3.1. Market Drivers
 - 3.1.1. Increasing Demand for Convenient and Ready-to-Eat Breakfast Options
 - 3.1.2. Rising Adoption of Sustainable and Innovative Packaging Materials
 - 3.1.3. Technological Advancements Enhancing Packaging Efficiency
- 3.2. Market Challenges
 - 3.2.1. Fluctuating Raw Material Prices and Supply Chain Disruptions
 - 3.2.2. Stringent Environmental Regulations and Waste Management Concerns
- 3.3. Market Opportunities
 - 3.3.1. Expansion of Biodegradable and Recyclable Packaging Solutions
 - 3.3.2. Growing Investment in R&D and Custom Packaging Innovations
 - 3.3.3. Strategic Collaborations and Penetration into Emerging Markets

CHAPTER 4. GLOBAL ON-THE-GO BREAKFAST PACKAGING MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants

- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top Investment Opportunities
- 4.4. Top Winning Strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL ON-THE-GO BREAKFAST PACKAGING MARKET SIZE & FORECASTS BY TYPE 2022-2032

- 5.1. Segment Dashboard
- 5.2. Global On-the-go Breakfast Packaging Market: Type Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
 - 5.2.1. Hot Breakfast Packaging
 - 5.2.2. Cold Breakfast Packaging
 - 5.2.3. Frozen Breakfast Packaging

CHAPTER 6. GLOBAL ON-THE-GO BREAKFAST PACKAGING MARKET SIZE & FORECASTS BY MATERIAL, END USE & DISTRIBUTION CHANNEL 2022-2032

- 6.1. Segment Dashboard
- 6.2. Global On-the-go Breakfast Packaging Market: Material Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
 - 6.2.1. Paper-based
 - 6.2.2. Plastic-based
 - 6.2.3. Metal-based
 - 6.2.4. Glass-based
 - 6.2.5. Biodegradable
- 6.3. Global On-the-go Breakfast Packaging Market: End Use Revenue Trend Analysis,

2022 & 2032 (USD Million/Billion)

- 6.3.1. Food Service
- 6.3.2. Retail
- 6.3.3. E-commerce

6.4. Global On-the-go Breakfast Packaging Market: Distribution Channel Revenue
Trend Analysis, 2022 & 2032 (USD Million/Billion)

- 6.4.1. Direct-to-Store
- 6.4.2. Wholesalers/Distributors
- 6.4.3. Online Retailers

CHAPTER 7. GLOBAL ON-THE-GO BREAKFAST PACKAGING MARKET SIZE & FORECASTS BY REGION 2022-2032

7.1. North America Breakfast Packaging Market

- 7.1.1. U.S. Market
- 7.1.2. Canada Market

7.2. Europe Breakfast Packaging Market

- 7.2.1. UK Market
- 7.2.2. Germany Market
- 7.2.3. France Market
- 7.2.4. Spain Market
- 7.2.5. Italy Market
- 7.2.6. Rest of Europe (ROE)

7.3. Asia-Pacific Breakfast Packaging Market

- 7.3.1. China Market
- 7.3.2. India Market
- 7.3.3. Japan Market
- 7.3.4. Australia Market
- 7.3.5. South Korea Market
- 7.3.6. Rest of Asia-Pacific (RoAPAC)

7.4. Latin America Breakfast Packaging Market

- 7.4.1. Brazil Market
- 7.4.2. Mexico Market

7.5. Middle East & Africa Breakfast Packaging Market

- 7.5.1. Saudi Arabia Market
- 7.5.2. South Africa Market
- 7.5.3. Rest of Middle East & Africa (RoMEA)

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Key Company SWOT Analysis
 - 8.1.1. Amcor Ltd.
 - 8.1.2. Berry Global Inc.
 - 8.1.3. Sealed Air Corporation
- 8.2. Top Market Strategies
- 8.3. Company Profiles
 - 8.3.1. Amcor Ltd.
 - 8.3.1.1. Key Information
 - 8.3.1.2. Overview
 - 8.3.1.3. Financial (Subject to Data Availability)
 - 8.3.1.4. Product Summary
 - 8.3.1.5. Market Strategies
 - 8.3.2. Berry Global Inc.
 - 8.3.3. Sealed Air Corporation
 - 8.3.4. Huhtamaki Oyj
 - 8.3.5. Sonoco Products Company
 - 8.3.6. Reynolds Group Holdings Ltd.
 - 8.3.7. Greiner Packaging International GmbH
 - 8.3.8. Silgan Holdings Inc.
 - 8.3.9. Winpak Ltd.
 - 8.3.10. RPC Group Plc
 - 8.3.11. Coveris Holdings S.A.
 - 8.3.12. Genpak LLC
 - 8.3.13. Double H Plastics
 - 8.3.14. Plastipak Holdings, Inc.
 - 8.3.15. WestRock Company

CHAPTER 9. RESEARCH PROCESS

- 9.1. Research Process
 - 9.1.1. Data Mining
 - 9.1.2. Analysis
 - 9.1.3. Market Estimation
 - 9.1.4. Validation
 - 9.1.5. Publishing
- 9.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global On-the-go Breakfast Packaging Market, Report Scope

TABLE 2. Global On-the-go Breakfast Packaging Market Estimates & Forecasts by Region 2022-2032 (USD Million/Billion)

TABLE 3. Global On-the-go Breakfast Packaging Market Estimates & Forecasts by Type 2022-2032 (USD Million/Billion)

TABLE 4. Global On-the-go Breakfast Packaging Market Estimates & Forecasts by Material, End Use & Distribution Channel 2022-2032 (USD Million/Billion)

TABLE 5. Global On-the-go Breakfast Packaging Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 6. North America Breakfast Packaging Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 7. Europe Breakfast Packaging Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 8. Asia-Pacific Breakfast Packaging Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 9. Latin America Breakfast Packaging Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 10. Middle East & Africa Breakfast Packaging Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)

... (This list is not complete; the final report contains more than 100 tables. The list may be updated in the final deliverable.)

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