

Global Point of Purchase Packaging Market Size Study, By Material (Paper, Foam, Plastic, Glass, Metal), By Product (Counter Display, Floor Display, Gravity Free Display, Pallet Display, Sidekick Display, Dump Bin Displays, Clip Strip Displays), By Distribution Channel (Hypermarket, Supermarket, Departmental Stores, Specialty Stores, Convenience Store), By End Use (Food & Beverages, Personal Care, Pharmaceuticals, Electronics, Automotive, Others), and Regional Forecasts 2022-2032

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Abstracts

The Global Point of Purchase (POP) Packaging Market is valued at approximately USD 14.43 billion in 2023 and is projected to expand at a steady CAGR of 4.3% during the forecast period 2024-2032. The market's remarkable growth trajectory is attributed to the rapid expansion of the retail sector, evolving consumer behaviors, and a pronounced shift towards sustainable and innovative packaging solutions. With retail spaces becoming increasingly competitive, POP packaging emerges as a critical differentiator, enabling brands to influence purchasing decisions and foster brand loyalty.

At its core, point-of-purchase packaging encompasses diverse solutions strategically designed to captivate consumer attention at retail environments. From counter displays to pallet setups, this packaging aims to enhance product visibility and stimulate impulse purchases. Eye-catching designs, vibrant colors, and functional layouts are integrated to not only protect the product but also act as a persuasive marketing tool.

Sustainability is a defining theme in the current market landscape. The paper segment dominates the material outlook, accounting for a notable 61.9% revenue share in 2023, owing to its recyclability, biodegradability, and compatibility with high-quality printing. Conversely, plastic-based POP packaging is gaining momentum, driven by advancements in polymer science and its lightweight durability.

Among products, pallet displays lead the market with their versatility and ability to handle high volumes efficiently, while sidekick displays are anticipated to register the fastest growth owing to their strategic placement in high-traffic zones. Food & beverages, the dominant end-use category, leverage POP packaging for seasonal promotions and limited-edition campaigns. Meanwhile, the pharmaceutical sector is expected to experience rapid growth due to patient-centric marketing trends and the rising focus on consumer engagement.

Geographically, North America leads the market with a 30.5% share, attributed to robust retail competition and advanced packaging technologies. The Asia-Pacific region, particularly China and India, represents the fastest-growing market, driven by urbanization and the proliferation of organized retail formats. In Europe, sustainability-focused regulations are reshaping packaging trends, while the Middle East & Africa (MEA) market is set to expand significantly due to increasing retail outlets and competitive brand strategies.

Major Market Players Included in This Report:

DS Smith

WestRock Company

Sonoco Products Company

Felbro, Inc.

Georgia-Pacific

Smurfit Kappa

Marketing Alliance Group

Creative Displays Now

Swisstribes Ltd

siffron, Inc.

International Paper

Fencor Packaging Group Limited

Menasha Packaging Company, LLC

Hawver Display

Advanced Display Solutions

The Detailed Segments and Sub-Segments of the Market are Explained Below:

By Material

Paper

Foam

Plastic

Glass

Metal

By Product

Counter Display

Floor Display

Gravity Free Display

Pallet Display

Sidekick Display

Dump Bin Displays

Clip Strip Displays

By Distribution Channel

Hypermarket

Supermarket

Departmental Stores

Specialty Stores

Convenience Store

By End Use

Food & Beverages

Personal Care

Pharmaceuticals

Electronics

Automotive

Others

By Region:

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

Japan

China

India

Australia

South Korea

Latin America

Brazil

Argentina

Middle East & Africa (MEA)

South Africa

Saudi Arabia

UAE

Years Considered for the Study:

Historical Year – 2022

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 landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand-side and supply-side analysis of the market.

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