

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

<https://marketpublishers.com/r/G30C25A7EDDEEN.html>

Date: January 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G30C25A7EDDEEN

## **Abstracts**

The Global Point of Purchase (POP) Packaging Market, valued at approximately USD 14.43 billion in 2023, is forecasted to grow at a stable compound annual growth rate (CAGR) of 4.30% from 2024 to 2032, reaching an estimated USD 21.08 billion by 2032. POP packaging plays a crucial role in retail environments, offering an effective blend of functionality and branding that drives consumer engagement and purchase decisions. Its adaptability across materials, products, and designs ensures its relevance in a competitive retail landscape.

The demand for POP packaging is largely fueled by its ability to provide visually appealing, interactive solutions that enhance in-store marketing efforts. Counter and floor displays, alongside innovative designs like gravity-free displays and sidekick displays, are widely used by brands to captivate customers' attention. The growing importance of experiential retail, coupled with advancements in sustainable materials, is reshaping the market, as businesses increasingly opt for eco-friendly and reusable

packaging solutions.

Despite challenges such as fluctuating raw material prices and limited recycling infrastructure in certain regions, the market continues to thrive due to rising consumer demand for premium and sustainable products. The integration of digital technologies, such as QR codes and augmented reality in POP displays, adds a new dimension to consumer interaction, further amplifying their effectiveness. Emerging markets, characterized by expanding retail infrastructure and a shift towards organized retail formats, present lucrative growth opportunities for industry stakeholders.

Regionally, North America holds a dominant position in the POP packaging market, driven by a mature retail sector and high consumer spending power. Europe closely follows, supported by stringent environmental regulations and the adoption of sustainable packaging practices. Meanwhile, the Asia-Pacific region is poised for the fastest growth, fueled by the rapid expansion of e-commerce and brick-and-mortar retail channels in countries like China, India, and Southeast Asian nations.

Major Market Players Included in This Report Are:

WestRock Company

DS Smith Plc

Smurfit Kappa Group

International Paper Company

Sonoco Products Company

Pratt Industries, Inc.

Mondi Group

Georgia-Pacific LLC

Stora Enso Oyj

Orora Limited

VPK Packaging Group

Packaging Corporation of America

Cenveo Worldwide Limited

Huhtamaki Oyj

Multi Packaging Solutions International

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 Display

## Clip Strip Displays

### By Distribution Channel:

Hypermarket

Supermarket

Departmental Stores

Specialty Stores

Convenience Stores

### By End Use:

Food & Beverages

Personal Care

Pharmaceuticals

Electronics

Automotive

### 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

Base Year – 2023

Forecast Period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecasts for 10 years from 2022 to 2032.

Comprehensive regional insights with revenue projections and key growth drivers.

Detailed segmentation analysis and product-wise revenue trends.

Competitive landscape profiling major players and their strategies.

Insights into technological advancements and sustainable packaging innovations.

Actionable recommendations to capitalize on market opportunities effectively.

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