

# Global Product Packaging Design Market 2024 by Company, Regions, Type and Application, Forecast to 2030

https://marketpublishers.com/r/G335B743D668EN.html

Date: January 2024

Pages: 150

Price: US\$ 3,480.00 (Single User License)

ID: G335B743D668EN

# **Abstracts**

According to our (Global Info Research) latest study, the global Product Packaging Design market size was valued at USD 940.5 million in 2023 and is forecast to a readjusted size of USD 1471.4 million by 2030 with a CAGR of 6.6% during review period.

Product packaging design refers to the creation of the exterior of a product. That includes choices in material and form as well as graphics, colors and fonts that are used on wrapping, a box, a can, a bottle or any kind of container.

The Product Packaging Design industry can be broken down into several segments, Food & Beverage, Cosmetics, Liquor & Tobacco, etc.

Across the world, the major players cover Ruckus Marketing, 99designs, Mucca, La Visual, DEI Creative, Murmur Creative, Bulletproof, Turner Duckworth, Chase Design Group, Pulp+Wire, etc.

Product Packaging Design is mainly used in Large Companies and SMEs. And Large Companies are the most widely used area which take up about 63% of the global market in 2019.

North America is the largest application region of Product Packaging Design in the world for the past few years. Total North America market took up about 38% of the global market in 2019, Europe followed with 32%, and Asia-Pacific held about 23%.

Ruckus Marketing, Mucca, Pure Fusion Media, DEI Creative, Murmur Creative, Turner



Duckworth, Pulp+Wire, 99designs, Bulletproof, Chase Design Group, Force Majeure, etc. are the leading players in Global Product Packaging Design Platforms market. Top 5 occupied about 14% of the global market in 2019.

The Global Info Research report includes an overview of the development of the Product Packaging Design industry chain, the market status of Large Companies (Food & Beverage Packaging Design, Cosmetics Packaging Design), SMEs (Food & Beverage Packaging Design, Cosmetics Packaging Design), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Product Packaging Design.

Regionally, the report analyzes the Product Packaging Design markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Product Packaging Design market, with robust domestic demand, supportive policies, and a strong manufacturing base.

# Key Features:

The report presents comprehensive understanding of the Product Packaging Design market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Product Packaging Design industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Food & Beverage Packaging Design, Cosmetics Packaging Design).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Product Packaging Design market.

Regional Analysis: The report involves examining the Product Packaging Design market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.



Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Product Packaging Design market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Product Packaging Design:

Company Analysis: Report covers individual Product Packaging Design players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Product Packaging Design This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by End User (Large Companies, SMEs).

Technology Analysis: Report covers specific technologies relevant to Product Packaging Design. It assesses the current state, advancements, and potential future developments in Product Packaging Design areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Product Packaging Design market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Product Packaging Design market is split by Type and by End User. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by End User in terms of value.

Market segment by Type

Food & Beverage Packaging Design



Cosmetics Packaging Design
Liquor & Tobacco Packaging Design
Others Packaging Design
Market segment by End User
Large Companies
SMEs
Market segment by players, this report covers
Ruckus Marketing
Mucca
La Visual
DEI Creative
Murmur Creative
Turner Duckworth
Pulp+Wire
99designs
Bulletproof
Chase Design Group
Force Majeure



Moxie Sozo
Ultra Creative
Hunter Design
SmashBrand
SmashBrand
Depot Creative
Column
DePersico Creative
Slice Design
Market segment by regions, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)
South America (Brazil, Argentina and Rest of South America)
Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)
The content of the study subjects, includes a total of 13 chapters:

Chapter 2, to profile the top players of Product Packaging Design, with revenue, gross

Chapter 1, to describe Product Packaging Design product scope, market overview,

market estimation caveats and base year.



margin and global market share of Product Packaging Design from 2019 to 2024.

Chapter 3, the Product Packaging Design competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024.and Product Packaging Design market forecast, by regions, type and end user, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Product Packaging Design.

Chapter 13, to describe Product Packaging Design research findings and conclusion.



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