

# **Bamboo Packaging Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032**

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## **Abstracts**

The Global Bamboo Packaging Market, valued at USD 505.6 million in 2023, is projected to grow at a CAGR of 7% from 2024 to 2032. The rising environmental consciousness among consumers and companies is a major factor driving this growth. With increasing concerns about plastic waste and environmental harm, there is a strong demand for sustainable packaging alternatives. Bamboo, known for its rapid growth and minimal environmental impact, presents an eco-friendly solution. Its use in packaging helps reduce plastic dependency while promoting sustainable practices, making it a preferred option across various industries such as food, beverage, personal care, and consumer goods.

Consumers today are increasingly inclined towards eco-conscious products, significantly boosting the bamboo packaging market. This shift in preferences has prompted brands to adopt sustainable packaging solutions like bamboo to align with consumer values and enhance their environmental image. As more consumers opt for green packaging options, the market for bamboo packaging is expected to see sustained growth over the forecast period. The market is segmented by type into recycled pulp and virgin pulp.

The recycled pulp segment is expected to grow at a CAGR of over 7.5% during the forecast period. Rising environmental awareness and the push for sustainability are driving demand for recycled materials. Recycled pulp helps conserve natural resources and lower carbon emissions, making it an attractive choice for both companies and consumers committed to eco-friendly practices. Additionally, recycled pulp offers a cost advantage over virgin pulp, as it repurposes existing paper products, reducing production costs while maintaining environmental standards.

In terms of distribution channels, the market is divided into online retail and offline retail, with the offline retail segment expected to dominate, reaching over USD 550 million in

revenue by 2032. Offline retail channels, including physical stores, offer customers the benefit of hands-on experiences, which are crucial for high-value products. Many customers prefer to view, test, and receive expert advice before making purchases, particularly for products that require a significant investment or involve complex technology. Asia Pacific led the bamboo packaging market in 2023, holding over 41% of the market share. The region benefits from abundant bamboo resources, especially in countries like China and India.

Strong government support for eco-friendly packaging and a rising demand for sustainable products have fueled market growth in this region. Additionally, the region's robust manufacturing infrastructure and export demand for green packaging solutions further contribute to its leadership in the bamboo packaging market.

## Contents

### Report Content

#### **CHAPTER 1 METHODOLOGY & SCOPE**

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 1.4 Data sources
  - 1.4.1 Primary
  - 1.4.2 Secondary
    - 1.4.2.1 Paid sources
    - 1.4.2.2 Public sources

#### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 Industry 360° synopsis, 2021-2032

#### **CHAPTER 3 INDUSTRY INSIGHTS**

- 3.1 Industry ecosystem analysis
- 3.2 Vendor matrix
- 3.3 Profit margin analysis
- 3.4 Technology & innovation landscape
- 3.5 Patent analysis
- 3.6 Key news and initiatives
- 3.7 Regulatory landscape
- 3.8 Impact forces
  - 3.8.1 Growth drivers
    - 3.8.1.1 Environmental benefits drive market demand
    - 3.8.1.2 Government policies favor sustainable materials
    - 3.8.1.3 Consumer demand for eco-friendly packaging
    - 3.8.1.4 Advancements in bamboo processing technology
    - 3.8.1.5 Corporate goals promote bamboo adoption
  - 3.8.2 Industry pitfalls & challenges
    - 3.8.2.1 Supply chain and sourcing issues
    - 3.8.2.2 Higher costs compared to traditional materials
- 3.9 Growth potential analysis

- 3.10 Porter's analysis
  - 3.10.1 Supplier power
  - 3.10.2 Buyer power
  - 3.10.3 Threat of new entrants
  - 3.10.4 Threat of substitutes
  - 3.10.5 Industry rivalry
- 3.11 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2023**

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

## **CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PACKAGING TYPE, 2021-2032 (USD MILLION)**

- 5.1 Key trends
- 5.2 Containers
  - 5.2.1 Bottles
  - 5.2.2 Jars
  - 5.2.3 Cans
  - 5.2.4 Boxes
- 5.3 Bags
  - 5.3.1 Pouches
  - 5.3.2 Wrapping sheets
- 5.4 Plates & bowls
- 5.5 Cups & straws
- 5.6 Cutlery
- 5.7 Trays
- 5.8 Others

## **CHAPTER 6 MARKET ESTIMATES & FORECAST, BY TYPE, 2021-2032 (USD MILLION)**

- 6.1 Key trends
- 6.2 Recycled pulp
- 6.3 Virgin pulp

## **CHAPTER 7 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021-2032 (USD MILLION)**

- 7.1 Key trends
- 7.2 Food & beverage
  - 7.2.1 Fresh produce
  - 7.2.2 Ready-to-eat meals
  - 7.2.3 Beverages
  - 7.2.4 Snacks
- 7.3 Cosmetics & personal care
- 7.4 Pharmaceuticals
- 7.5 Electronics
- 7.6 Consumer goods
- 7.7 Retail & e-commerce
- 7.8 Others

## **CHAPTER 8 MARKET ESTIMATES & FORECAST, BY END USER, 2021-2032 (USD MILLION)**

- 8.1 Key trends
- 8.2 Retailers
- 8.3 Food & beverage manufacturers
- 8.4 Cosmetic & personal care brands
- 8.5 Pharmaceutical companies
- 8.6 Electronic manufacturers
- 8.7 Consumers
- 8.8 Others

## **CHAPTER 9 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD MILLION)**

- 9.1 Key trends
- 9.2 Online retail
- 9.3 Offline retail
  - 9.3.1 Supermarkets/Hypermarkets
  - 9.3.2 Specialty stores
  - 9.3.3 Direct sales

## **CHAPTER 10 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD MILLION)**

- 10.1 Key trends
- 10.2 North America
  - 10.2.1 U.S.
  - 10.2.2 Canada
- 10.3 Europe
  - 10.3.1 UK
  - 10.3.2 Germany
  - 10.3.3 France
  - 10.3.4 Italy
  - 10.3.5 Spain
  - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
  - 10.4.1 China
  - 10.4.2 India
  - 10.4.3 Japan
  - 10.4.4 South Korea
  - 10.4.5 ANZ
  - 10.4.6 Rest of Asia Pacific
- 10.5 Latin America
  - 10.5.1 Brazil
  - 10.5.2 Mexico
  - 10.5.3 Rest of Latin America
- 10.6 MEA
  - 10.6.1 UAE
  - 10.6.2 South Africa
  - 10.6.3 Saudi Arabia
  - 10.6.4 Rest of MEA

## **CHAPTER 11 COMPANY PROFILES**

- 11.1 Bambrew
- 11.2 Bloom Eco Packaging
- 11.3 CHANGSHA STIN BAMBOO PAPER CO., LTD
- 11.4 Gidea PAC
- 11.5 Golden Arrow, Inc.
- 11.6 Guangzhou Jiaxing Glass Products Co., Ltd.

- 11.7 King Home Printing
- 11.8 Lomei Cosmetics Ent. Co., Ltd.
- 11.9 NCD Corporation
- 11.10 Otarapack
- 11.11 Pi sustainable packaging Co., Ltd.
- 11.12 RyPax
- 11.13 Sunkea
- 11.14 ThreeBamboo
- 11.15 Zhejiang Pando EP Technology Co., Ltd

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