

Health and Hygiene Packaging Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Health & Hygiene Packaging Market was valued at USD 119.1 billion in 2024 and is estimated to grow at a robust CAGR of 6.2% to reach USD 215.1 billion by 2034. This growth is primarily driven by the rising demand for personal care and hygiene products, stricter safety regulations, and an increasing consumer preference for premium and sustainable packaging. As the personal care industry becomes more sophisticated and regulated, packaging solutions must evolve to meet both functional and compliance requirements. Health-conscious consumers are driving the shift toward packaging that offers safety, convenience, and environmental responsibility. With sustainability becoming a major focus, brands are incorporating eco-friendly designs and materials, ensuring a greener future for the packaging industry. Innovations in packaging design and material science are expected to further propel market growth, with companies investing in technology to meet consumer demands for safer, more sustainable packaging.

The rising cost of raw materials is a significant challenge for the health and hygiene packaging sector, particularly due to tariffs on imported plastic materials, films, and machinery. These tariffs are pushing up the cost structure, and manufacturers are feeling the pressure to balance price hikes with the need to maintain profitability. In response, many companies are rethinking their supply chain strategies, investing in automation, and shifting towards local sourcing to mitigate the effects of these tariffs. Such changes are anticipated to reshape operational models, ensuring companies remain competitive despite the financial pressures.

Rigid packaging continues to dominate the market, accounting for USD 64.5 billion in 2024. Its widespread use in personal care, medical-grade, and wellness products is

attributed to its durability, excellent barrier protection, and premium appeal. Rigid packaging options, such as bottles, jars, and pump dispensers, not only provide structural integrity but also enhance product shelf life and tamper resistance, which are crucial in sectors demanding high hygiene and safety standards. Furthermore, rigid packaging enables strong branding opportunities with custom shapes, finishes, and labels, making it a preferred choice for premium health and wellness products.

Retail remains the leading distribution channel, contributing USD 49.9 billion in market value in 2024. In-store formats allow products to stand out through eye-catching packaging, shelf-ready designs, and multi-pack offers, catering to convenience-driven consumers. Retailers are increasingly prioritizing cost-effective, easy-to-stock, and visually appealing packaging that can drive impulse purchases and elevate brand visibility in physical retail environments.

The U.S. Health & Hygiene Packaging Market generated USD 37.3 billion in 2024, driven by multiple factors such as the growing emphasis on cleanliness, an aging population, and a rise in personal wellness products. U.S. brands are innovating with antimicrobial coatings, recyclable materials, and tamper-evident seals to meet evolving consumer preferences and regulatory requirements.

Key players in the Global Health & Hygiene Packaging Market include Quadpack, Alpla Group, DS Smith, Napco National, Amcor Plc, Huhtamaki, Rieke Packaging, Glenroy, JohnsByrne, Ball Corporation, Stora Enso, Crown Holdings, Inc., Constantia Flexibles, Greiner Packaging GmbH, Berry Global, Sonoco Products Company, and Amerplast Ltd. To strengthen their market position, companies are focusing on sustainable material innovations, regional manufacturing hubs, and automation in packaging lines. Investments in recyclable and biodegradable packaging solutions are rising as brands aim to meet environmental goals. Furthermore, strategic partnerships with healthcare and personal care brands are fostering tailored, high-performance packaging solutions. The integration of digital design tools and smart packaging technologies is boosting consumer interaction and enhancing supply chain transparency.

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market scope and definitions
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Base estimates and calculations
 - 1.3.1 Base year calculation
 - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
 - 1.5.2 Data mining sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Trump administration tariffs
 - 3.2.1 Impact on trade
 - 3.2.1.1 Trade volume disruptions
 - 3.2.1.2 Retaliatory measures
 - 3.2.2 Impact on the industry
 - 3.2.2.1 Supply-side impact (raw materials)
 - 3.2.2.1.1 Price volatility in key materials
 - 3.2.2.1.2 Supply chain restructuring
 - 3.2.2.1.3 Production cost implications
 - 3.2.2.2 Demand-side impact (selling price)
 - 3.2.2.2.1 Price transmission to end markets
 - 3.2.2.2.2 Market share dynamics
 - 3.2.2.2.3 Consumer response patterns
 - 3.2.3 Key companies impacted
 - 3.2.4 Strategic industry responses
 - 3.2.4.1 Supply chain reconfiguration

- 3.2.4.2 Pricing and product strategies
- 3.2.4.3 Policy engagement
- 3.2.5 Outlook and future considerations
- 3.3 Industry impact forces
 - 3.3.1 Growth drivers
 - 3.3.1.1 Rising demand for single-use and antimicrobial packaging
 - 3.3.1.2 Growth in the healthcare and pharmaceutical sectors
 - 3.3.1.3 Aging population and growing chronic disease prevalence
 - 3.3.1.4 Rising disposable income and urbanization
 - 3.3.1.5 Regulatory compliance and stringent safety standards
 - 3.3.2 Industry pitfalls and challenges
 - 3.3.2.1 High cost of advanced and sustainable packaging
 - 3.3.2.2 Counterfeit and low-quality packaging alternatives
- 3.4 Growth potential analysis
- 3.5 Regulatory landscape
- 3.6 Technology landscape
- 3.7 Future market trends
- 3.8 Gap analysis
- 3.9 Porter's analysis
- 3.10 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive analysis of major market players
- 4.4 Competitive positioning matrix
- 4.5 Strategy dashboard

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021-2034 (USD BILLION & KILO TONS)

- 5.1 Key trends
- 5.2 Films & sheets
- 5.3 Bags & pouches
- 5.4 Cans
- 5.5 Sachets
- 5.6 Bottles & jars
- 5.7 Tubes

5.8 Boxes & cartons

5.9 Others

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY PACKAGING TYPE, 2021-2034 (USD BILLION & KILO TONS)

6.1 Key trends

6.2 Rigid packaging

6.3 Flexible packaging

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2034 (USD BILLION & KILO TONS)

7.1 Key trends

7.2 Retailers

7.3 Online

7.4 Direct sales

7.5 Others

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021-2034 (USD BILLION & KILO TONS)

8.1 Key trends

8.2 Nutraceuticals & food supplements

8.3 Personal care & cosmetics

8.4 Functional/health beverage

8.5 Medical & healthcare

8.6 Home care & toiletries

8.7 Others

CHAPTER 9 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2034 (USD BILLION & KILO TONS)

9.1 Key trends

9.2 North America

9.2.1 U.S.

9.2.2 Canada

9.3 Europe

9.3.1 Germany

9.3.2 UK

9.3.3 France

9.3.4 Spain

9.3.5 Italy

9.3.6 Netherlands

9.4 Asia Pacific

9.4.1 China

9.4.2 India

9.4.3 Japan

9.4.4 Australia

9.4.5 South Korea

9.5 Latin America

9.5.1 Brazil

9.5.2 Mexico

9.5.3 Argentina

9.6 Middle East and Africa

9.6.1 Saudi Arabia

9.6.2 South Africa

9.6.3 UAE

CHAPTER 10 COMPANY PROFILES

10.1 Alpla Group

10.2 Amcor Plc

10.3 Amerplast Ltd.

10.4 Ball Corporation

10.5 Berry Global

10.6 Constantia Flexibles

10.7 Crown Holdings, Inc.

10.8 DS Smith

10.9 Glenroy

10.10 Greiner Packaging GmbH

10.11 Huhtamaki

10.12 JohnsByrne

10.13 Napco National

10.14 Quadpack

10.15 Rieke Packaging

10.16 Sonoco Products Company

10.17 Stora Enso

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