

# Packaged Food Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025-2034

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## Abstracts

The Global Packaged Food Market, valued at USD 3.3 trillion in 2024, is projected to expand at a steady CAGR of 6.1% from 2025 to 2034. Growth drivers include the increasing popularity of organized food retail, the surge in e-commerce, and the rising preference for convenience foods. The pandemic accelerated e-commerce spending and the demand for packaged foods, especially in regions like North America, Europe, and parts of Asia Pacific. The growing middle class and an increase in disposable income, particularly in developing nations, are expected to fuel demand for packaged foods. As consumers lean toward healthier options such as organic, plant-based, and fortified foods, the packaged food sector is evolving to meet these preferences. The shift toward sustainability, driven by eco-conscious consumers, is also influencing packaging and product development, encouraging brands to use biodegradable materials and improve shelf life.

Despite these positive growth factors, the industry faces challenges. Supply chain complexities, rising raw material costs, and stringent government regulations are creating hurdles. There is also increasing competition between private label brands and local players, intensifying market pressure. However, adopting aggressive marketing strategies, investing in product innovation, and leveraging digital platforms could help businesses stay competitive. The bakery and confectionery segment has led the market, accounting for over 21% of the total revenue in 2024, driven by consumer demand for baked goods, snacks, and healthier alternatives like low-sugar and gluten-free options. The use of cans and tins for packaging remains dominant, as they are cost-effective, easy to store, and recyclable.

The packaged food market is increasingly shifting to e-commerce, which is expected to experience the fastest growth at a CAGR of 6.8% over the next decade. This growth is

due to the convenience of online shopping and the expanding variety of products available. However, offline retail channels continue to hold strong, particularly in urban and suburban areas where organized retail chains and supermarkets are thriving.

The U.S. market alone is expected to surpass USD 707.4 billion by 2034, fueled by consumer demand for clean-label products, organic foods, and sustainable packaging. The push toward reducing food waste and improving sustainability is also pushing the industry to adapt, with more companies focusing on recyclable and compostable materials.

## Contents

### 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 synopsis, 2021-2034

### CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
  - 3.1.1 Factor affecting the value chain
  - 3.1.2 Profit margin analysis
  - 3.1.3 Disruptions
  - 3.1.4 Future outlook
  - 3.1.5 Manufacturers
  - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
  - 3.6.1 Growth drivers
    - 3.6.1.1 Increasing demand for health & wellness foods
    - 3.6.1.2 Expansion of e-commerce & direct-to-consumer (DTC) sales
    - 3.6.1.3 Technological advancements in food processing & packaging
  - 3.6.2 Industry pitfalls & challenges
    - 3.6.2.1 Supply chain disruptions & rising raw material costs
    - 3.6.2.2 Regulatory compliance & sustainability challenges
- 3.7 Growth potential analysis

3.8 Porter's analysis

3.9 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 AND FORECAST, BY PRODUCT TYPE, 2021 – 2034 (\$ BN) (KILO TONS)**

5.1 Key trends

5.2 Bakery & confectionery

5.3 Dairy products

5.4 Frozen & ready-to-eat meals

5.5 Snacks

5.6 Beverages

5.7 Meat, poultry & seafood

5.8 Breakfast cereals & grains

5.9 Sauces, dressings, and condiments

5.10 Others

## **CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY PACKAGING, 2021 – 2034 (\$ BN) (KILO TONS)**

6.1 Key trends

6.2 Cans & tins

6.3 Bottles & jars

6.4 Flexible packaging

6.5 Boxes & cartons

6.6 Trays & containers

6.7 Others

## **CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY DISTRIBUTION CHANNEL, 2021 – 2034 (\$ BN) (KILO TONS)**

- 7.1 Key trends
- 7.2 Online
  - 7.2.1 Brand websites
  - 7.2.2 E-commerce platforms
- 7.3 Offline
  - 7.3.1 Supermarkets/Hypermarkets
  - 7.3.2 Specialty stores
  - 7.3.3 Convenience stores
  - 7.3.4 Others

## **CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2034 (\$ BN) (KILO TONS)**

- 8.1 Key trends
- 8.2 North America
  - 8.2.1 U.S.
  - 8.2.2 Canada
- 8.3 Europe
  - 8.3.1 Germany
  - 8.3.2 UK
  - 8.3.3 France
  - 8.3.4 Spain
  - 8.3.5 Italy
  - 8.3.6 Netherlands
- 8.4 Asia Pacific
  - 8.4.1 China
  - 8.4.2 India
  - 8.4.3 Japan
  - 8.4.4 Australia
  - 8.4.5 South Korea
- 8.5 Latin America
  - 8.5.1 Brazil
  - 8.5.2 Mexico
  - 8.5.3 Argentina
- 8.6 Middle East and Africa
  - 8.6.1 Saudi Arabia
  - 8.6.2 South Africa
  - 8.6.3 UAE

## **CHAPTER 9 COMPANY PROFILES**

- 9.1 Associated British Foods plc
- 9.2 Conagra Brands, Inc.
- 9.3 Danone S.A.
- 9.4 Foshan Haitian Flavouring and Food Company Ltd
- 9.5 General Mills, Inc.
- 9.6 Hormel Foods Corporation
- 9.7 JBS S.A.
- 9.8 Kellogg Company
- 9.9 Mars, Incorporated
- 9.10 Mondelez International, Inc.
- 9.11 Nestl? S.A.
- 9.12 PepsiCo, Inc.
- 9.13 The Kraft Heinz Company
- 9.14 Tyson Foods, Inc.
- 9.15 Unilever

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