

Poultry Packaging Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

<https://marketpublishers.com/r/P5DC4D6DD719EN.html>

Date: October 2024

Pages: 240

Price: US\$ 4,365.00 (Single User License)

ID: P5DC4D6DD719EN

Abstracts

The Global Poultry Packaging Market was valued at USD 4.3 billion in 2023 and is projected to grow at a CAGR of 5.1% from 2024 to 2032, driven by the growing demand for appropriate, ready-to-cook poultry foods that need durable and efficient packaging. In addition, increasing consumer preferences for sustainable packaging solutions propel market expansion. As environmental awareness grows, more consumers are opting for biodegradable and eco-friendly packaging materials. Innovations in packaging, such as compostable and recyclable options, are becoming more popular, aligning with sustainability trends and boosting the market's growth.

However, the high cost of sustainable packaging materials presents a notable challenge for the industry. While eco-friendly options such as biodegradable plastics and recycled materials are in demand, their higher cost compared to traditional packaging can be a barrier, particularly for smaller producers. The financial strain of adopting sustainable practices, especially in a highly competitive and price-sensitive market, can slow down the transition to greener solutions. On the basis of materials, the paper and paperboard segment is anticipated to reach USD 3 billion by 2032. This growth is largely due to the increased focus on sustainability, as these materials are seen as more eco-friendly alternatives to plastic.

Paper-based packaging, being recyclable and biodegradable, is gaining traction, especially with advancements that improve its strength and barrier properties, making it suitable for perishable items like poultry. In terms of end-use, the e-commerce segment is set to grow at a CAGR of over 7% between 2024 and 2032. The rise of online grocery shopping is transforming the poultry packaging market as consumers seek the convenience of ordering products from the comfort of their homes. E-commerce offers

an easy and flexible shopping experience, particularly appealing to busy individuals and those with limited access to physical stores, further fueling the growth of this segment. North America held a 35% market share in 2023, driven by growing demand for ready-to-cook poultry products.

Innovative packaging solutions that enhance shelf life and freshness, combined with a heightened focus on food safety, support this growth. In China, the poultry packaging market is experiencing rapid expansion, fueled by the increasing demand for processed and ready-to-eat products, as urbanization and a shift toward convenient meal solutions drive higher sales.

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