

Sustainable Adhesives for Packaging Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Sustainable Adhesives For Packaging Market was valued at USD 1.57 billion in 2024 and is estimated to grow at a 5.5% CAGR to reach USD 2.65 billion by 2034, fueled by tightening environmental standards and heightened awareness around sustainable packaging. As governments introduce stricter policies and consumers demand greener alternatives, brands across industries adapt, fueling demand for eco-conscious adhesive solutions.

Manufacturers are increasingly focused on developing alternatives that help reduce plastic waste while delivering robust bonding performance. This shift is in response to environmental concerns and consumer demand for more sustainable packaging solutions. Additionally, the transition towards circular economy models is pushing companies to innovate in adhesive formulations that meet recyclability and reusability standards, without compromising on the adhesives' strength, efficiency, or safety. As a result, the market is seeing a surge in the development of bio-based, recyclable, and biodegradable adhesives, which align with global sustainability goals and continue to support the evolution of the packaging industry. This drive towards more sustainable adhesive solutions is expected to accelerate the growth of the flexible packaging adhesives market in the coming years.

A major driver is the ongoing shift from conventional packaging materials, especially as global e-commerce scales rapidly. The need for recyclable, biodegradable, and compostable adhesives is becoming essential, particularly for shipping labels, carton seals, and flexible packaging. Flexible packaging adhesives hold the largest market share, representing 47.61% in 2024. This segment is poised for significant growth, driven by the rising demand for lightweight and versatile packaging solutions. These

adhesives are crucial for ensuring reliable bonding of multi-layered films, particularly in food and beverage packaging, where durability and safety are paramount. The growing preference for eco-friendly packaging materials fuels the adoption of cutting-edge adhesive technologies that prioritize sustainability.

Bio-based adhesives segment generated USD 657.8 million in 2024. These formulations are derived from renewable materials like starch and natural resins, offering strong adhesion and a reduced environmental impact. Their widespread application in food-safe containers and flexible pouches enhances sustainability credentials and product safety standards. Lightweight packaging needs, especially in the food and beverage sector, propel demand for flexible adhesive technologies. As industries adopt multi-layered film structures, the requirement for adhesives that maintain integrity while being environmentally responsible becomes critical.

United States Sustainable Adhesives for Packaging Market reached USD 493.8 million in 2024. Regulatory support, such as federal guidelines promoting bio-based alternatives, is contributing to increased adoption. Additionally, the rise of conscious consumerism and the rapid expansion of e-commerce make sustainable packaging practices a business imperative. Companies are responding by investing heavily in research and development to support sustainability initiatives, ultimately driving market momentum. Focusing on cleaner formulations, solvent-free production, and reduced carbon emissions aligns with corporate sustainability goals and government-backed green initiatives.

Prominent industry leaders include Dow, Arkema (Bostik), Avery Dennison Corporation, H.B. Fuller Company, and Henkel AG & Co. KGaA. To strengthen their position in the market, these companies are adopting strategies centered around bio-innovation, regional expansion, and advanced R&D. They are enhancing production capabilities for compostable adhesives, introducing solvent-free technologies, and developing customizable adhesive solutions for specific substrates. Companies are also forming strategic collaborations with packaging converters and e-commerce leaders to scale their sustainable product offerings. Investment in clean-label certification, recyclability testing, and faster go-to-market cycles for green products is a key focus area to meet rising demand.

Companies Mentioned

3M, ARKEMA (BOSTIK), ASHLAND, AVERY DENNISON CORPORATION, BASF

**SE, DIC CORPORATION, DOW, H.B. FULLER COMPANY, HENKEL AG & CO.
KGAA, JOWAT SE, PARAMELT, SIKA AG, TOYO INK SC HOLDINGS, UPM
RAFLATAC**

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