

Americas Stick Packaging Market Size, Share & Trends Analysis Report By Material (Biaxially Oriented Polypropylene (BOPP), Polyethylene (PE), Paper, Metallized Films), By End Use (Food & Beverages, Pharmaceuticals, Cosmetics), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Americas Stick Packaging Market Growth & Trends

The Americas stick packaging market size is anticipated to reach USD 256.0 million by 2030 and is projected to grow at a CAGR of 5.7% from 2025 to 2030, according to a new report by Grand View Research, Inc. The market is primarily driven by the rising demand for convenience and portion-controlled products, particularly in the food, beverage, and pharmaceutical sectors. Single serve stick packs are favored for their lightweight, portable design, and ability to maintain product freshness. For example, in the U.S. and Brazil, instant coffee, protein powders, and electrolyte drink mixes are increasingly packaged in sticks to cater to on-the-go consumers. Brands such as Starbucks and Gatorade leverage stick packaging to enhance accessibility and reduce waste, aligning with fast-paced lifestyles.

Another key driver is the growth of the nutraceutical and pharmaceutical industries, where stick packaging ensures precise dosing and extends shelf life. In Mexico and Canada, stick packs are widely used for OTC medications, vitamins, and powdered supplements, such as Emergen-C and Pedialyte. The format's tamper-evident and moisture-resistant properties make it ideal for sensitive ingredients. Pharmaceutical

companies are adopting stick packaging to improve patient compliance, especially for pediatric and geriatric populations, where accurate dosing is critical.

Sustainability concerns are also shaping the market, with brands shifting toward recyclable and biodegradable stick pack materials. In North America, companies like Tetra Pak and Amcor are developing mono-material stick packs to meet eco-conscious consumer demands. For instance, Nescafe single-serve coffee sticks now use recyclable materials, responding to backlash over plastic waste. Similarly, in Latin America, startups are introducing compostable stick packs for organic teas and supplements, capitalizing on the region's growing environmental awareness.

Moreover, e-commerce expansion is accelerating stick packaging adoption, as its compact size reduces shipping costs and damage risks. In the U.S., direct-to-consumer brands rely on stick packs for efficient online distribution. In Brazil, e-commerce platforms such as Mercado Livre report higher sales of stick-packaged snacks and supplements due to their logistics advantages. As online retail grows, stick packaging's cost-effectiveness and consumer appeal will continue to drive market expansion across the Americas.

Americas Stick Packaging Market Report Highlights

Based on material, the biaxially oriented polypropylene (BOPP) segment accounted for the largest share of over 50.0% of the market in 2024.

Paper segment is expected to grow at the fastest CAGR of 6.0% during the forecast period.

Based on end use, the food & beverages segment dominated the market in 2024 by accounting for the largest revenue share of over 44.0%.

The pharmaceuticals segment is projected to lead the market, with an anticipated CAGR of 6.1% over the forecast period.

The North America region dominated the market space by registering a revenue market share of over 79.0% in 2024 and is expected to grow at the fastest CAGR of 5.9% during the forecast period.

In January 2025, Safety Shot, Inc. launched revolutionary on-the-go stick packs of its clinically backed, patented Sure Shot formula, designed to reduce blood

alcohol content while boosting clarity, energy, and mood. Available immediately online in two flavors-Citrus Splash and Berry Blast-these convenient powder stick packs aim to disrupt the rapidly growing wellness market.

Companies Mentioned

Amcor plc
Constantia Flexibles
Glenroy, Inc.
Catalent, Inc
Huhtamaki
ePac Holdings, LLC
Korpack
Polynova Industries Inc
Elitefill
Kimac Industries
CarePac
ProAmpac
Associated Labels & Packaging

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