

Consumer Packaging Market Size, Share & Trends Analysis Report By Material (Plastic, Paper, Metal), By Type (Rigid, Flexible), By End Use (Food & Beverages, Personal Care & Hygiene, Pharmaceuticals, Consumer Electronics), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Consumer Packaging Market Growth & Trends

The global consumer packaging market size is anticipated to reach USD 822.74 billion by 2030, registering a CAGR of 3.7% from 2025 to 2030, according to a new report by Grand View Research, Inc. The market is primarily driven by evolving consumer preferences and behaviors. The consumers increasingly demand packaging that offers convenience, sustainability, and product protection while also providing aesthetic appeal. For example, the rise of on-the-go lifestyles has spurred innovations such as resealable pouches for snacks, single-serve containers, and portable packaging designs. This shift is particularly evident in the food and beverage sector, where brands such as Kraft Heinz have introduced squeeze pouches for condiments and PepsiCo has developed specialized containers designed for cup holders and backpack pockets.

Sustainability concerns represent another significant market driver, with a significant impact across all packaging segments. As environmental awareness grows, manufacturers are responding with innovations in biodegradable materials, reduced packaging footprints, and designs optimized for recycling or reuse. Companies such as

Unilever have committed to 100% recyclable packaging by 2025, while startups such as Notpla Limited are developing seaweed-based alternatives to plastic. These sustainability initiatives are not merely responding to consumer demand but also anticipating regulatory changes as governments worldwide implement more stringent packaging waste regulations.

Technological advancements are revolutionizing packaging functionality beyond mere containment. Smart packaging incorporating QR codes, NFC tags, and freshness indicators provides enhanced consumer engagement and product information. For instance, Diageo's 'smart bottles' use printed sensor tags to track products across the supply chain while allowing consumers to access product authenticity information.

E-commerce growth has catalyzed significant adaptations in packaging design and materials. As products increasingly ship directly to consumers rather than through traditional retail channels, packaging must withstand more handling while maintaining product integrity. Amazon's 'Frustration-Free Packaging' program exemplifies this trend, incentivizing manufacturers to create packaging that minimizes waste while maximizing protection during transit.

Consumer Packaging Market Report Highlights

Based on material, the plastic segment accounted for the largest share of over 38.0% in 2024.

The paper segment is expected to grow at the fastest CAGR of 4.3% during the forecast period.

Based on type, the rigid consumer packaging segment accounted for the largest share of over 60.0% in 2024.

The flexible consumer packaging segment is projected to grow at the fastest CAGR of 4.2% 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 53.0%.

In January 2025, KRBL, the parent company of India Gate Basmati Rice, launched new consumer-centric packaging for its

premium rice brand, featuring AR-enabled QR codes, variant-specific details, and informative labeling t%li%empower buyers with essential product information and simplify their selection process. This revamped packaging, developed in collaboration with Landor Associates, aims t%li%enhance consumer convenience, transparency, and engagement.

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