

# EMEA POP Packaging Market Size, Share & Trends Analysis Report By Product (Counter Display, Floor Display, Pallet Display), By Material (Paper, Foam, Plastic, Metal, Glass), By Application, By End Use, And Segment Forecasts, 2025 - 2030

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## Abstracts

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### EMEA POP Packaging Market Growth & Trends

The EMEA POP packaging market size is projected to reach USD 5.60 billion by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 3.7% from 2025 to 2030. Booming organized retail market in emerging economies is one of the key factors driving the market. Changing demographics are prompting retailers and brand owners to innovate their advertising displays across the retail space to increase the appeal of products. This, in turn, is anticipated to work in favor of the market.

POP displays offer precise or personalized target marketing. Marketing messages can be changed from store to store or region to region and according to customer demographics. Furthermore, evaluation of effectiveness of POP display with regard to the store, region, and consumer segments is easier as compared to evaluation of TV and other advertisement modes.

Paperboard finds application in virtually all types of POP displays, most notably in counter displays, pallet displays, and dump bin displays. These materials are ideal in POP displays that showcase/display products such as personal care, electronics, toys, pharmaceuticals, and chocolates. An important factor that has led to increased consumption of paperboard or other paper-based materials is the extended scope of

recycling.

## EMEA POP Packaging Market Report Highlights

The pallet display segment dominated the market in terms of revenue share of 27.7% in 2024 as they are favored for their versatility and efficiency in showcasing a wide range of products, from food and beverages teletronics and personal care items.

The paper segment dominated the EMEA POP packaging market in 2024. Paper-based materials, including cardboard and paperboard, are highly favored for their eco-friendly properties and recyclability, aligning with the growing consumer and regulatory emphasis on sustainability.

Hypermarkets contributed the largest share of total revenue in 2024. These large retail environments, known for their vast floor space and extensive product range, heavily rely on POP packaging tenhance product visibility and drive sales.

The food & beverage segment contributed 38.3% of total revenue in 2024 driven by the high demand for visually appealing and functional packaging solutions that enhance product visibility and attract consumer attention in a competitive retail environment.

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