

Liquid Packaging Market Size, Share & Trends Analysis Report By Material (Plastic, Paper & Paperboard), By Type (Rigid, Flexible), By End-use (Food and Beverages, Personal Care), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Liquid Packaging Market Growth & Trends

The global liquid packaging market size is anticipated to reach USD 499.2 billion by 2030 and is anticipated to expand at a CAGR of 5.1% from 2025 to 2030, according to a new report by Grand View Research, Inc. The liquid packaging market is experiencing significant growth driven primarily by changing consumer preferences and lifestyle patterns. Busy modern lifestyles have increased demand for on-the-go consumption, boosting the need for convenient, portable liquid packaging solutions such as pouches, cartons, and PET bottles. Simultaneously, rising health consciousness has expanded markets for packaged beverages such as functional drinks, plant-based milk, and premium water products, each requiring specialized packaging formats.

Sustainability has emerged as a critical market driver, with consumers and regulatory bodies pushing for eco-friendly packaging alternatives. Companies are responding by developing recyclable materials, biodegradable options, and packaging with reduced plastic content. For instance, in September 2024, Tetra Pak, in collaboration with a leading European juice brand, launched the Tetra Prisma Aseptic 300 Edge, a new beverage carton. The package is made from over 85% renewable materials, including paperboard from FSC-certified forests and plant-based polymers derived from sugarcane. This results in a significant reduction in carbon footprint by 76%.

Technological advancements are revolutionizing liquid packaging capabilities. Smart packaging incorporating QR codes, NFC technology, and temperature indicators enhances consumer engagement while providing valuable supply chain data. Innovations in barrier materials have extended shelf life without preservatives, which is particularly beneficial for dairy and juice products. Companies such as SIG have pioneered aseptic filling systems that eliminate the need for cold chain distribution while maintaining product integrity.

Regional market dynamics significantly influence liquid packaging trends, with emerging economies in Asia Pacific showing the fastest growth rates. Rising disposable incomes in countries such as India and Indonesia have expanded markets for packaged beverages, while improved retail infrastructure has increased accessibility to packaged liquid products. Meanwhile, mature markets in North America and Europe focus on premium, sustainable packaging innovations that align with sophisticated consumer preferences and stricter environmental regulations.

Liquid Packaging Market Report Highlights

Based on material, the plastic material segment accounted for the largest revenue share of over 39.0% of the market in 2024 and is expected to grow at the fastest CAGR of 5.4% during the forecast period.

Based on type, the rigid liquid packaging segment accounted for the largest revenue share of over 58.0% of the market in 2024.

A flexible liquid packaging segment is projected to grow at the fastest CAGR of 5.8% during the forecast period.

Based on end use, the food & beverages segment dominated the liquid packaging market in 2024 by accounting for the largest revenue share of over 38.0% and is expected to grow at the fastest CAGR of 5.5% over the forecast period of 2025 to 2030.

Based on region, Asia Pacific dominated the region space of the market by registering the largest revenue share of over 42.0% in 2024 and is projected to grow at the fastest CAGR of 5.4% over the forecast period of 2025 to 2030.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Research Methodology
 - 1.1.1. Market Segmentation
 - 1.1.2. Market Definition
- 1.2. Research Scope & Assumptions
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing
- 1.7. List of Abbreviations

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot, 2024 (USD Million)
- 2.2. Segmental Snapshot
- 2.3. Competitive Landscape Snapshot

CHAPTER 3. GLOBAL LIQUID PACKAGING MARKET VARIABLES, TRENDS, AND SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Raw Material Trends
 - 3.3.2. Manufacturing/Technology Trends
- 3.4. Sales Channel Analysis
- 3.5. Regulatory Framework
- 3.6. Impact of Circular Economy on the Liquid Packaging Market
- 3.7. Market Dynamics
 - 3.7.1. Market Driver Analysis
 - 3.7.2. Market Restraint Analysis

- 3.7.3. Market Opportunity Analysis
- 3.7.4. Market Challenge Analysis
- 3.8. Business Environment Analysis
 - 3.8.1. Porter's Five Forces Analysis
 - 3.8.2. PESTEL Analysis

CHAPTER 4. GLOBAL LIQUID PACKAGING MARKET: MATERIAL ESTIMATES & TREND ANALYSIS

- 4.1. Key Takeaways
- 4.2. Material Movement Analysis & Market Share, 2024 & 2030
 - 4.2.1. Glass
 - 4.2.1.1. Market estimates and forecasts, 2018 - 2030 (USD Million)
 - 4.2.2. Plastic
 - 4.2.2.1. Market estimates and forecasts, 2018 - 2030 (USD Million)
 - 4.2.3. Paper & Paperboard
 - 4.2.3.1. Market estimates and forecasts, 2018 - 2030 (USD Million)
 - 4.2.4. Others
 - 4.2.4.1. Market estimates and forecasts, 2018 - 2030 (USD Million)

CHAPTER 5. GLOBAL LIQUID PACKAGING MARKET: TYPE ESTIMATES & TREND ANALYSIS

- 5.1. Key Takeaways
- 5.2. Type Movement Analysis & Market Share, 2024 & 2030
 - 5.2.1. Rigid
 - 5.2.1.1. Market estimates and forecasts, 2018 - 2030 (USD Million)
 - 5.2.2. Flexible
 - 5.2.2.1. Market estimates and forecasts, 2018 - 2030 (USD Million)

CHAPTER 6. GLOBAL LIQUID PACKAGING MARKET: END USE ESTIMATES & TREND ANALYSIS

- 6.1. Key Takeaways
- 6.2. End Use Movement Analysis & Market Share, 2024 & 2030
 - 6.2.1. Food & Beverages
 - 6.2.1.1. Market estimates and forecasts, 2018 - 2030 (USD Million)
 - 6.2.2. Pharmaceutical
 - 6.2.2.1. Market estimates and forecasts, 2018 - 2030 (USD Million)

6.2.3. Personal Care

6.2.3.1. Market estimates and forecasts, 2018 - 2030 (USD Million)

6.2.4. Others

6.2.4.1. Market estimates and forecasts, 2018 - 2030 (USD Million)

CHAPTER 7. GLOBAL LIQUID PACKAGING MARKET: REGION ESTIMATES & TREND ANALYSIS

7.1. Key Takeaways

7.2. Regional Movement Analysis & Market Share, 2024 & 2030

7.3. North America

7.3.1. North America Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.3.2. U.S.

7.3.2.1. U.S. Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.3.3. Canada

7.3.3.1. Canada Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.3.4. Mexico

7.3.4.1. Mexico Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.4. Europe

7.4.1. Europe Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.4.2. Germany

7.4.2.1. Germany Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.4.3. UK

7.4.3.1. UK Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.4.4. France

7.4.4.1. France Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.4.5. Italy

7.4.5.1. Italy Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.4.6. Spain

7.4.6.1. Spain Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

Million)

7.5. Asia Pacific

7.5.1. Asia Pacific Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.5.2. China

7.5.2.1. China Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.5.3. India

7.5.3.1. India Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.5.4. Japan

7.5.4.1. Japan Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.5.5. South Korea

7.5.5.1. South Korea Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.5.6. Australia

7.5.6.1. Australia Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.6. Central & South America

7.6.1. Central & South America Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.6.2. Brazil

7.6.2.1. Brazil Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.6.3. Argentina

7.6.3.1. Argentina Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.7. Middle East & Africa

7.7.1. Middle East & Africa Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.7.2. Saudi Arabia

7.7.2.1. Saudi Arabia Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.7.3. UAE

7.7.3.1. UAE Liquid Packaging Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.7.4. South Africa

7.7.4.1. South Africa Liquid Packaging Market Estimates & Forecasts, 2018 - 2030

(USD Million)

CHAPTER 8. COMPETITIVE LANDSCAPE

8.1. Key Global Players & Recent Developments & Their Impact on the Industry

8.2. Vendor Landscape

8.2.1. List of Raw Material Suppliers & Channel Partners

8.2.2. Company Categorization

8.3. Company Market Position Analysis

8.4. Company Heat Map Analysis

8.5. Company Dashboard Analysis

8.6. Strategy Mapping

8.6.1. Expansions

8.6.2. Mergers & Acquisitions

8.6.3. Collaborations

8.6.4. New Product Launches

8.6.5. Others

CHAPTER 9. COMPANY LISTING (OVERVIEW, FINANCIAL PERFORMANCE, PRODUCTS OVERVIEW)

9.1. Amcor plc

9.1.1. Company Overview

9.1.2. Financial Performance

9.1.3. Product Benchmarking

9.2. Sonoco Products Company

9.2.1. Company Overview

9.2.2. Financial Performance

9.2.3. Product Benchmarking

9.3. Berry Global Inc

9.3.1. Company Overview

9.3.2. Financial Performance

9.3.3. Product Benchmarking

9.4. Stora Enso

9.4.1. Company Overview

9.4.2. Financial Performance

9.4.3. Product Benchmarking

9.5. Tetra Pak

9.5.1. Company Overview

- 9.5.2. Financial Performance
- 9.5.3. Product Benchmarking
- 9.6. SIG
 - 9.6.1. Company Overview
 - 9.6.2. Financial Performance
 - 9.6.3. Product Benchmarking
- 9.7. DS Smith
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Product Benchmarking
- 9.8. Mondi
 - 9.8.1. Company Overview
 - 9.8.2. Financial Performance
 - 9.8.3. Product Benchmarking
- 9.9. Ball Corporation
 - 9.9.1. Company Overview
 - 9.9.2. Financial Performance
 - 9.9.3. Product Benchmarking
- 9.10. ProAmpac
 - 9.10.1. Company Overview
 - 9.10.2. Financial Performance
 - 9.10.3. Product Benchmarking
- 9.11. Sealed Air
 - 9.11.1. Company Overview
 - 9.11.2. Financial Performance
 - 9.11.3. Product Benchmarking
- 9.12. Smurfit Kappa
 - 9.12.1. Company Overview
 - 9.12.2. Financial Performance
 - 9.12.3. Product Benchmarking
- 9.13. International Paper
 - 9.13.1. Company Overview
 - 9.13.2. Financial Performance
 - 9.13.3. Product Benchmarking
- 9.14. WestRock Company
 - 9.14.1. Company Overview
 - 9.14.2. Financial Performance
 - 9.14.3. Product Benchmarking
- 9.15. Greiner Packaging

- 9.15.1. Company Overview
- 9.15.2. Financial Performance
- 9.15.3. Product Benchmarking

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