

# **Next-gen Paper-based And Fiber-based Packaging Market Size, Share & Trends Analysis Report By Material Source (Recycled Fiber, Virgin Fiber), By Application (Food & Beverages, Retail & E-commerce, Healthcare & Pharmaceuticals), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 3 Business Days

### **Next-gen Paper-based And Fiber-based Packaging Market Growth & Trends**

The global next-gen paper-based and fiber-based packaging market is anticipated to reach USD 449.92 billion by 2030 and is anticipated to expand at a CAGR of 3.5% from 2025 to 2030, according to a new report by Grand View Research, Inc. The next-gen paper and fiber-based packaging market is experiencing significant transformation driven primarily by sustainability concerns and increasing environmental regulations. Consumers and businesses alike are rejecting plastic packaging in favor of biodegradable and recyclable alternatives. Major brands such as Unilever, P&G, and Nestlé have committed to reducing plastic waste, creating substantial market opportunities for innovative paper-based solutions. The EU's Single-Use Plastics Directive and similar regulations worldwide are accelerating this transition.

E-commerce expansion continues to drive demand for sustainable shipping materials and innovative designs. Amazon's 'Frustration-Free Packaging' program incentivizes brands to develop minimal, recyclable packaging optimized for the e-commerce supply chain. Meanwhile, the food service industry is rapidly adopting fiber-based alternatives to replace plastic containers, straws, and utensils.

Premiumization trends are elevating paper packaging beyond its environmental credentials. Luxury brands are embracing paper and fiber-based solutions that offer high-quality printing, tactile experience, and customization possibilities. Digital printing advancements allow for personalization and small-batch production, opening new market segments. Brands such as Apple have demonstrated how minimal, sophisticated paper packaging can enhance brand perception while meeting sustainability goals. This combination of environmental benefits, technical performance improvements, and premium aesthetic possibilities positions paper-based packaging for continued growth across multiple industries.

The Asia-Pacific region represents the fastest-growing market, with China implementing aggressive plastic reduction policies following its 2018 ban on imported plastic waste. Japan leads in high-performance paper packaging innovation, while India is seeing rapid growth in paper-based packaging for its expanding e-commerce and food delivery sectors.

#### Next-gen Paper-based And Fiber-based Packaging Market Report Highlights

The recycled fiber segment accounted for the largest share of over 53.0% of the market in 2024 and is expected to grow at the fastest CAGR of 4.0% during the forecast period.

Based on application, the food and beverages segment held the largest share of the market, accounting for over 43.0% of the total revenue in 2024.

The personal care & cosmetics segment is expected to grow at the fastest compound annual growth rate (CAGR) of 4.0%.

The North America region dominated the market by registering a revenue market share of over 36.0% in 2024.

The Asia Pacific region is anticipated to grow at the fastest CAGR of 3.9% during the forecast period.

In February 2024, Paboco, The Paper Bottle Company, officially commenced full-scale production of its fibre-based bottles at its manufacturing site in Slangerup, Denmark. The company aims to produce over 20.0 million bottles by the end of 2025, marking a significant

milestone in sustainable packaging innovation.

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