

North America Agricultural Packaging Market Size, Share & Trends Analysis Report By Material (Plastics, Paper & Paperboard, Molded Pulp), By Application (Horticulture, Poultry, Mushroom), By Country, And Segment Forecasts, 2024 - 2030

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Abstracts

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North America Agricultural Packaging Market Growth & Trends

The North America agricultural packaging market is anticipated to reach USD 569.46 million by 2030 and is anticipated to expand at a CAGR of 5.0% during the forecast period, according to a new report by Grand View Research, Inc. the growing floriculture industry in the U.S. is expected to trigger the growth of the agricultural packaging market over the forecast period. According to the National Agricultural Statistics Service (NASS), in 2021, the sales of the U.S. floriculture industry experienced an almost 16.0% growth from 2019 to 2021, reaching a milestone of USD 6 billion. This surge in production creates an increased demand for efficient and protective floriculture packaging solutions to ensure safe transportation of the increased volume of products. This outlook is expected to propel the growth of the agricultural packaging market over the forecast period.

The eco-friendly and sustainable packaging options in the North America agricultural packaging market have gained traction as environmental consciousness becomes a significant factor in consumer decision-making. Hence, companies are striving to meet this demand and focus on offering sustainable packaging solutions in the region. For instance, in November 2023, Huhtamaki North America launched a new line of sustainable molded fiber-based cartons for use by egg producers in the U.S. These

cartons are produced using 100% recycled material and serve as an alternative to conventionally used polystyrene foam in the egg market. The new product line is part of Huhtamaki's commitment to sustainable packaging and its goal of making all its packaging recyclable and compostable by 2030.

North American countries-U.S., Canada, and Mexico-replaced the existing North America Free Trade Agreement (NAFTA) by the U.S.-Mexico-Canada Agreement (USMCA) on July 1, 2020. Since NAFTA did not eliminate all tariffs on agricultural trade between the U.S. and Canada, the USMCA will bring in new market opportunities for agricultural exports and imports among the North American countries, thus boosting the agricultural packaging demand. For instance, according to the Economic Research Service, in 2022, the U.S. received 51% of its fresh fruit imports from Mexico and 2% from Canada, while 69% of its fresh vegetable imports came from Mexico and 20% from Canada in terms of value. The U.S. continues to be the top global importer of fresh fruits and vegetables, with import value exceeding USD 28 billion in 2022. This import and export outlook of the North American countries is expected to create the demand for the protective packaging solutions, which, in turn, is expected to have a positive impact on the growth of the agricultural packaging market during the forecast period.

Major players operating in the agricultural packaging market in North America are launching recyclable and biodegradable agricultural packaging products in the market to enhance their competitiveness and prioritize their sustainability. For instance, in May 2022, TekniPlex introduced a line of 100% PET processor trays made from 50% post-industrial recycled materials. These shatter-resistant food trays are premium products that are expected to meet the packaging requirements of the fresh food industry.

North America Agricultural Packaging Market Report Highlights

Plastics dominated the material segment with more than 64.0% share in 2023 owing to superior durability and ability to protect agricultural products from external factors such as moisture, pests, and physical damage during transportation and storage.

The paper & paperboard material segment is expected to grow at a fastest rate due to growing demand for eco-friendly and sustainable packaging solutions in the agriculture industry.

The poultry packaging application segment held the largest market share of over 49.0% in 2023 and is anticipated to witness fastest growth over the forecast

period.

U.S. dominated the North America agricultural packaging market owing to factors such as increasing poultry consumption and rising horticulture sector across the country.

Market players operating in North America agricultural packaging market include Amcor plc, FormTight, Inc., DS Smith, Mondi, Atlantic Packaging, FLAIR Flexible Packaging Corporation, PPC Flexible Packaging LLC, Flexpack, Transcontinental Inc., Tekni-Plex, Inc., Sealed Air, Sonoco Products Company, Huhtamaki Oyj, CLONDALKIN GROUP, ProAmpac, Genpak, Sambrailo Packaging, and WINPAK LTD.

In July 2023, Mondi announced an investment of USD 18 million in technology to develop a new line of ultra-high barrier paper-based packaging solutions. The new range, known as Functional Barrier Paper Ultimate, is designed to address the increasing demand for sustainable packaging. This addition to the company's portfolio expands its offering of high-barrier paper-based packaging for food products such as dried foods and dried fruits.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Materials & 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 Outlook, 2023 (USD Million)
- 2.2. Segmental Outlook
 - 2.2.1. Material Outlook
 - 2.2.2. Application Outlook
- 2.3. Competitive Landscape Snapshot

CHAPTER 3. NORTH AMERICA AGRICULTURAL PACKAGING MARKET VARIABLES, TRENDS, AND SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Raw Material Trends
 - 3.2.2. Manufacturing Trends
 - 3.2.3. Profit Margin Analysis
 - 3.2.4. Sales Channel Analysis
- 3.3. Technology Overview/ Timeline
- 3.4. Regulatory Framework
 - 3.4.1. Standard & Compliance
 - 3.4.2. Safety
- 3.5. Market Dynamics

- 3.5.1. Market Driver Analysis
- 3.5.2. Market Restraint Analysis
- 3.5.3. Market Challenges Analysis
- 3.5.4. Market Opportunity Analysis
- 3.6. Business Environment Analysis
 - 3.6.1. Industry Analysis - Porter's
 - 3.6.1.1. Supplier Power
 - 3.6.1.2. Buyer Power
 - 3.6.1.3. Substitution Threat
 - 3.6.1.4. Threat from New Entrant
 - 3.6.1.5. Competitive Rivalry
 - 3.6.2. PESTEL Analysis
 - 3.6.2.1. Political Landscape
 - 3.6.2.2. Environmental Landscape
 - 3.6.2.3. Social Landscape
 - 3.6.2.4. Technology Landscape
 - 3.6.2.5. Economic Landscape
 - 3.6.2.6. Legal Landscape
 - 3.6.3. Market Entry Strategies
- 3.7. Latest Trends & Technologies in the North America Agricultural Packaging Market
- 3.8. Unmet Needs & Challenges in North America Agricultural Packaging Market
- 3.9. Impact of Environmental, Social, and Governance (ESG) initiatives on the North America Agricultural Packaging Market

CHAPTER 4. NORTH AMERICA AGRICULTURAL PACKAGING MARKET: MARKET SUPPLIER INTELLIGENCE

- 4.1. Kraljic Matrix (Portfolio Analysis)
 - 4.1.1. Non-Critical Items
 - 4.1.2. Leverage Items
 - 4.1.3. Bottleneck Items
 - 4.1.4. Strategic Items
- 4.2. Engagement Model
- 4.3. Negotiation Strategies
- 4.4. Sourcing Best Practices
- 4.5. Vendor Selection Criteria

CHAPTER 5. NORTH AMERICA AGRICULTURAL PACKAGING MARKET: MATERIAL ESTIMATES & TREND ANALYSIS

5.1. Definition & Scope

5.2. Material Movement Analysis & Market Share, 2023 & 2030

5.3. Plastics

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

5.4. Paper & Paperboard

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

5.5. Molded Pulp

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

CHAPTER 6. NORTH AMERICA AGRICULTURAL PACKAGING MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

6.1. Definition & Scope

6.2. Application Movement Analysis & Market Share, 2023 & 2030

6.3. Horticulture Packaging

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

6.4. Poultry Packaging

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

6.5. Mushroom Packaging

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

CHAPTER 7. NORTH AMERICA AGRICULTURAL PACKAGING MARKET: COUNTRY ESTIMATES & TREND ANALYSIS

7.1. Key Takeaways

7.2. Country Movement Analysis & Market Share, 2023 & 2030

7.3. North America

7.3.1. market estimates and forecasts, 2018 - 2030 (USD Million, Kilotons)

7.3.2. market estimates and forecasts, by material, 2018 - 2030 (USD Million, Kilotons)

7.3.3. market estimates and forecasts, by application, 2018 - 2030 (USD Million, Kilotons)

7.3.4. U.S.

7.3.4.1. market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.3.4.2. market estimates and forecasts, by material, 2018 - 2030 (USD Million) (Kilotons)

7.3.4.3. market estimates and forecasts, by application, 2018 - 2030 (USD Million) (Kilotons)

7.3.5. Canada

- 7.3.5.1. market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)
- 7.3.5.2. market estimates and forecasts, by material, 2018 - 2030 (USD Million) (Kilotons)
- 7.3.5.3. market estimates and forecasts, by application, 2018 - 2030 (USD Million) (Kilotons)
- 7.3.6. Mexico
 - 7.3.6.1. market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)
 - 7.3.6.2. market estimates and forecasts, by material, 2018 - 2030 (USD Million) (Kilotons)
 - 7.3.6.3. market estimates and forecasts, by application, 2018 - 2030 (USD Million) (Kilotons)

CHAPTER 8. START-UP ECOSYSTEM EVALUATION, 2023

- 8.1. List of Start-up Companies
 - 8.1.1. Progressive Companies
 - 8.1.2. Responsive Companies
 - 8.1.3. Dynamic Companies
 - 8.1.4. Starting Blocks
- 8.2. Government Funding for Start-ups across the globe

CHAPTER 9. COMPETITIVE LANDSCAPE

- 9.1. Key Global Players & Recent Developments & Their Impact on the Industry
- 9.2. Key Company/Competition Categorization (Key innovators, Market leaders, emerging players)
- 9.3. List of key Raw Material Distributors and Channel Partners
- 9.4. List of Potential Customers, by Application
- 9.5. Company Market Share Analysis, 2023
- 9.6. Company Heat Map Analysis
- 9.7. Competitive Dashboard Analysis
- 9.8. Company-Wise Product Prices
- 9.9. Strategy Mapping
 - 9.9.1. Expansion
 - 9.9.2. Collaboration/ Partnerships/ Agreements
 - 9.9.3. New Product launches
 - 9.9.4. Mergers & Acquisitions
 - 9.9.5. Divestment
 - 9.9.6. Research & Development

9.9.7. Others

CHAPTER 10. COMPANY LISTING / PROFILES

10.1. Amcor plc

10.1.1. Company Overview

10.1.2. Financial Performance

10.1.3. Product Benchmarking

10.2. FormTight, Inc.

10.2.1. Company Overview

10.2.2. Financial Performance

10.2.3. Product Benchmarking

10.3. DS Smith

10.3.1. Company Overview

10.3.2. Financial Performance

10.3.3. Product Benchmarking

10.4. Mondi

10.4.1. Company Overview

10.4.2. Financial Performance

10.4.3. Product Benchmarking

10.5. Atlantic Packaging

10.5.1. Company Overview

10.5.2. Financial Performance

10.5.3. Product Benchmarking

10.6. FLAIR Flexible Packaging Corporation

10.6.1. Company Overview

10.6.2. Financial Performance

10.6.3. Product Benchmarking

10.7. PPC Flexible Packaging LLC

10.7.1. Company Overview

10.7.2. Financial Performance

10.7.3. Product Benchmarking

10.8. Flexpack

10.8.1. Company Overview

10.8.2. Financial Performance

10.8.3. Product Benchmarking

10.9. Transcontinental Inc.

10.9.1. Company Overview

10.9.2. Financial Performance

- 10.9.3. Product Benchmarking
- 10.10. Tekni-Plex, Inc.
 - 10.10.1. Company Overview
 - 10.10.2. Financial Performance
 - 10.10.3. Product Benchmarking
- 10.11. Sealed Air
 - 10.11.1. Company Overview
 - 10.11.2. Financial Performance
 - 10.11.3. Product Benchmarking
- 10.12. Sonoco Products Company
 - 10.12.1. Company Overview
 - 10.12.2. Financial Performance
 - 10.12.3. Product Benchmarking
- 10.13. Huhtamaki Oyj
 - 10.13.1. Company Overview
 - 10.13.2. Financial Performance
 - 10.13.3. Product Benchmarking
- 10.14. CLONDALKIN GROUP
 - 10.14.1. Company Overview
 - 10.14.2. Financial Performance
 - 10.14.3. Product Benchmarking
- 10.15. ProAmpac
 - 10.15.1. Company Overview
 - 10.15.2. Financial Performance
 - 10.15.3. Product Benchmarking
- 10.16. Genpak
 - 10.16.1. Company Overview
 - 10.16.2. Financial Performance
 - 10.16.3. Product Benchmarking
- 10.17. Sambrailo Packaging
 - 10.17.1. Company Overview
 - 10.17.2. Financial Performance
 - 10.17.3. Product Benchmarking
- 10.18. WINPAK LTD.
 - 10.18.1. Company Overview
 - 10.18.2. Financial Performance
 - 10.18.3. Product Benchmarking

CHAPTER 11. STRATEGIC RECOMMENDATIONS/ ANALYST PERSPECTIVE

List Of Tables

LIST OF TABLES

Table 1 North America Agricultural Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 2 North America plastics Agricultural Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 3 North America paper & paperboard Agricultural Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 4 North America molded pulp Agricultural Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 5 North America Agricultural Packaging market estimates and forecasts, in horticulture packaging, 2018 - 2030 (USD Million) (Kilotons)

Table 6 North America Agricultural Packaging market estimates and forecasts, in poultry packaging, 2018 - 2030 (USD Million) (Kilotons)

Table 7 North America Agricultural Packaging market estimates and forecasts, in mushroom packaging, 2018 - 2030 (USD Million) (Kilotons)

Table 8 U.S. Agricultural Packaging market estimates and forecasts, 2018 - 2030 (USD Million)

Table 9 U.S. Agricultural Packaging market estimates and forecasts, by material, 2018 - 2030 (Units) (USD Million)

Table 10 U.S. Agricultural Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Million) (Kilotons)

Table 11 Canada Agricultural Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 12 Canada Agricultural Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Million) (Kilotons)

Table 13 Canada Agricultural Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Million) (Kilotons)

Table 14 Mexico Agricultural Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 15 Mexico Agricultural Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Million) (Kilotons)

Table 16 Mexico Agricultural Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Million) (Kilotons)

List Of Figures

LIST OF FIGURES

- Fig. 1 Information procurement
- Fig. 2 Primary research pattern
- Fig. 3 Primary Research Process
- Fig. 4 Market research approaches - Bottom-Up Approach
- Fig. 5 Market research approaches - Top-Down Approach
- Fig. 6 Market research approaches - Combined Approach
- Fig. 7 North America Agricultural Packaging Market- Market Snapshot
- Fig. 8 North America Agricultural Packaging Market- Segment Snapshot (1/2)
- Fig. 9 North America Agricultural Packaging Market- Segment Snapshot (2/2)
- Fig. 10 North America Agricultural Packaging Market- Competitive Landscape Snapshot
- Fig. 11 North America Agricultural Packaging Market: Penetration & Growth Prospect Mapping
- Fig. 12 North America Agricultural Packaging Market: Value Chain Analysis
- Fig. 13 North America Agricultural Packaging Market: Porter's Five Force Analysis
- Fig. 14 North America Agricultural Packaging Market: PESTEL Analysis
- Fig. 15 North America Agricultural Packaging market: Material Movement Analysis, 2023 & 2030
- Fig. 16 North America Agricultural Packaging market: Application Movement Analysis, 2023 & 2030
- Fig. 17 North America Agricultural Packaging market: Country Movement Analysis, 2023 & 2030
- Fig. 18 North America Agricultural Packaging Market: Competitive Dashboard Analysis
- Fig. 19 North America Agricultural Packaging Market: Market Share Analysis

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