

North America Blister Packaging Market Size, Share & Trends Analysis Report By Material (Plastic Films, Paper & Paperboard), By Technology (Thermoforming, Cold Forming), By Type, By End-use, By Country, And Segment Forecasts, 2024 - 2030

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Abstracts

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North America Blister Packaging Market Growth & Trends

The North America blister packaging market is anticipated to reach USD 13.26 billion by 2030, growing at a CAGR of 7.1% from 2024 to 2030, according to a new report by Grand View Research, Inc. A significant increase in the production and sales of pharmaceuticals in North American countries is positively impacting the growth of the market. In addition, the healthcare and pharmaceutical industries are heavily regulated, and blister packaging helps meet stringent compliance standards set by regulatory bodies such as the FDA and Health Canada. These regulations mandate the use of child-resistant, tamper-evident, and serialized packaging, thus driving the demand for blister packaging solutions in the region.

The Poison Prevention Packaging Act of 1970 was implemented to safeguard children from unintentional ingestion of hazardous substances found in various household items such as food products, cosmetics, and pharmaceuticals. To comply with this regulation, pharmaceutical packaging companies must adhere to regulations that focus on child-resistant packaging designs. Therefore, the use of single-dose blister packaging, such as peel-push blisters, is a common approach to meet these regulations and ensure child safety. This regulation is expected to drive the demand for blister packaging, thereby accelerating market growth.

An increasing focus on sustainable packaging solutions in the healthcare industry is expected to escalate the demand for healthcare blister packaging manufactured using recyclable materials. For instance, in December 2021, Jones Healthcare Group introduced sustainable medication packaging products including FlexRx, FlexRx One, and Qube Pro Reseal blister packs. These blister packs are manufactured using Bio-PET, a medically approved bioplastic produced by Good Natured Products, Inc. These packaging solutions aim to assist pharmacies in minimizing their environmental impact and adopting more sustainable practices.

According to Statistics Canada, in March 2022, e-commerce retail trade in Canada amounted to approximately USD 2.34 billion. It is estimated that retail e-commerce sales will total USD 40.3 billion by 2025. The growth in this sector is expected to create the demand for reliable and tamper-evident packaging solutions, thus positively influencing the growth of the market.

North America Blister Packaging Market Report Highlights

Aluminum dominated the material segment with 48.7% share in 2023 owing to its barrier properties, which safeguard the packaged products from moisture, gases, and light.

The plastic films material segment is expected to grow at the fastest rate, owing to its exceptional benefits, including cost-effectiveness, transparency, formability, and product visibility.

The thermoforming technology segment held the largest market share of 83.9% in 2023 and is anticipated to witness the fastest growth over the forecast period.

The carded blister type segment held the largest market share of 56.9% in 2023 and is expected to witness the fastest growth during the forecast period.

The healthcare application segment held the largest market share of 64.9% in 2023 and is expected to witness the fastest growth during the forecast period.

The region's large consumer market, stringent regulations, and emphasis on product safety & convenience contribute to the growth of the market in North America.

The U.S. dominated the North America market owing to the continuous expansion of healthcare, electronics, consumer goods, and industrial goods industries in the country.

In February 2024, ViiV Healthcare launched a new Dovato blister pack in the U.S., featuring a discreet and perforated format for enhanced privacy and convenience. The pack contains a monthly 30-count box with five sheets of tablets, designed based on insights from the HIV community.

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