

North America Healthcare Flexible Packaging Market Size, Share & Trends Analysis Report By Material, By Product (Seals/Lids & Labels, Pouches & Bags), By Application, By End-use, By Country, And Segment Forecasts, 2025 - 2030

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Abstracts

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North America Healthcare Flexible Packaging Market Growth & Trends

The North America healthcare flexible packaging market size is estimated to reach USD 14.45 billion by 2030, registering growth at a CAGR of 8.6% from 2025 to 2030 according to a new report by Grand View Research, Inc. The presence of advanced healthcare systems, large consumption of high-value drugs, and high health awareness are few factors attributed to the growth. In addition, development of various technologies in blister packs such as child resistant blister packs are also expected to favor the market growth.

Healthcare flexible packaging is a low cost convenient packaging with additional advantages including lightweight, collapsible nature, transparency; and ease of handling. North America being one of the key markets for pharmaceuticals is expected to offer promising growth for the regional market over the forecast period.

Based on material, plastic was the most widely employed material in North America healthcare flexible packaging market in 2024. It serves multiple purposes such as protecting products/devices from moisture and sunlight, providing tamper evidence, and extending the shelf life/expiry dates of products. Variety of plastic grades including PE, PET, PVC, and PP are utilized in healthcare flexible packaging.

Pouches and bags accounted for the largest share among product segment by value, in 2024 and is also expected to grow at the significant CAGR from 2025 to 2030. Pouches and bags product segment is further sub-segmented into flat and stand-up pouches. Flat pouches and bags are widely utilized for the packaging of medical equipment and devices whereas stand-up pouches are popular for the packaging of pharmaceuticals.

Pharmaceutical end use that packaging of products such as drugs, blood samples, IV fluids and urine samples. Pharmaceutical was the dominant end-use segment in 2024 owing to the high demand for products such as peel of seals/lids and closures for drugs, pouches for drug delivery systems, and strip packs.

North America Healthcare Flexible Packaging Market Report Highlights

Plastic dominated the market and accounted for a share of 67.1% in 2024 due to its versatility, lightweight characteristics, and strong barrier properties.

Pouches & bags led the market and accounted for a share of 37.8% in 2024. These flexible packaging solutions can accommodate various sizes and shapes, featuring resealability and tamper-evident designs.

Non-sterile application held the largest market share of 77.0% in 2024 as it serves a wide range of products that do not require sterilization, including over-the-counter medications and personal care items.

Pharmaceutical & biological packaging dominated the market and accounted for a share of 47.6% in 2024, driven by the rising prevalence of chronic diseases and advancements in drug formulations.

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