

# Recyclable Packaging Market Size, Share & Trends Analysis Report By Material (Plastics, Paper & Paperboard, Glass, Metal), By Product, By Application, By Region, And Segment Forecasts, 2024 - 2030

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### **Abstracts**

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Recyclable Packaging Market Growth & Trends

The global recyclable packaging market size is anticipated to reach USD 299.00 billion by 2030, registering a CAGR of 6.2% from 2024 to 2030, according to a new report by Grand View Research, Inc. Growing environmental concerns and increasing awareness among consumers regarding the adverse impacts of non-recyclable packaging on the environment have led to a surge in demand for recyclable packaging solutions. As individuals become more conscious of their ecological footprint, they are actively seeking out products packaged in materials that can be easily recycled, thereby driving the market growth for recyclable packaging.

Stringent government regulations & policies aimed at reducing plastic waste and promoting recycling initiatives have played a crucial role in shaping the recyclable packaging industry. Many countries have implemented laws mandating the use of recyclable materials for packaging or imposing taxes & levies on non-recyclable packaging. Some instances of stringent government regulations aimed at reducing plastic waste include the EU's Plastic Strategy, Break Free from Plastic Pollution Act in the U.S., bans on single-use plastics in countries such as Germany, France, Sweden, Estonia, Malta, Greece, and Ireland, and laws in Colombia implementing a plastic bag tax and extended producer responsibility (EPR) laws.



These regulations are compelling manufacturers & retailers to adopt recyclable packaging solutions to comply with the law and mitigate potential fines or penalties, thereby driving market growth. Additionally, the rise of corporate sustainability initiatives and corporate social responsibility (CSR) goals among businesses is further fueling the demand for recyclable packaging across the globe.

Many companies are committing to environmentally responsible practices throughout their supply chains, including the adoption of recyclable packaging materials. This helps enhance their brand image and reputation among environmentally conscious consumers and aligns with their long-term sustainability objectives, driving the adoption of recyclable packaging solutions across various industries.

Furthermore, innovation and technological advancements within the packaging industry have contributed to the market growth. Innovations, such as the development of new biodegradable materials, improved recycling processes, and innovative packaging designs, have made it easier and cost-effective for businesses to transition to recyclable packaging solutions. Such advancements have expanded the range of recyclable materials available and made recycling efficient and economically viable, further driving the adoption of recyclable packaging globally.

Recyclable Packaging Market Report Highlights

Plastics dominated the material segment with more than 39.0% of the market share in 2023, owing to superior durability, lightweight, cost-effectiveness, and recyclability.

The paper & paperboard segment is expected to grow at the fastest CAGR during the forecast period, due to growing demand for eco-friendly & recyclable packaging solutions.

The bottles & jars product segment held the largest market share of around 31.0% in 2023. The bags & pouches segment, on the other hand, is estimated to grow at a rapid CAGR from 2024 to 2030.

The food & beverage application segment held the largest market share of over 28.0% in 2023 and is anticipated to witness the fastest growth over the forecast period.



Europe dominated the global market for recyclable packaging in 2023, owing to factors, such as stringent environmental regulations, consumer awareness & demand, and advanced recycling infrastructure across the region.

In March 2024, the collaboration among supply chain partners, including INEOS, PepsiCo, and Amcor, led to the successful launch of a new premium film packaging made with 50% recycled plastic. This innovative packaging for Sunbites, a snack brand in the UK and Ireland, demonstrates the use of advanced recycling processes to create food-grade packaging material from post-consumer plastic waste. This collaboration is aimed at meeting the EU's objectives for recycled content in plastic packaging by 2030 and contributes to reducing environmental impact by preventing plastic waste and lowering emissions.



### **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 Billion)
- 2.2. Segmental Outlook
  - 2.2.1. Material Outlook
  - 2.2.2. Product Outlook
  - 2.2.3. Application Outlook
- 2.3. Competitive Landscape Snapshot

# CHAPTER 3. RECYCLABLE 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 Recyclable Packaging Market
- 3.8. Unmet Needs & Challenges in Recyclable Packaging Market
- 3.9. Impact of Environmental, Social, and Governance (ESG) initiatives on the Recyclable Packaging Market
  - 3.9.1. Market Differentiation
  - 3.9.2. Regulatory Compliance
  - 3.9.3. Industry Collaboration
  - 3.9.4. Enhanced Brand Value
  - 3.9.5. Addressing Consumer Demands

# CHAPTER 4. RECYCLABLE 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. RECYCLABLE PACKAGING MARKET: PRICE TREND ANALYSIS

- 5.1. Pricing Trend Analysis, by Material, 2018 2030
- 5.2. Factors Affecting the Pricing Deviation

# CHAPTER 6. RECYCLABLE PACKAGING MARKET: SUPPLY DEMAND GAP ANALYSIS

- 6.1. Import Export Analysis, 2018 2022
  - 6.1.1. Top 10 Importing Countries
- 6.1.2. Top 10 Exporting Countries
- 6.2. Potential Opportunities/ Future Scenarios

# CHAPTER 7. RECYCLABLE PACKAGING MARKET: MATERIAL ESTIMATES & TREND ANALYSIS

- 7.1. Definition & Scope
- 7.2. Material Movement Analysis & Market Share, 2023 & 2030
- 7.3. Plastics
  - 7.3.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 7.4. Paper & Paperboard
  - 7.4.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 7.5. Glass
  - 7.5.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 7.6. Metal
- 7.6.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 7.7. Others
  - 7.7.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)

# CHAPTER 8. RECYCLABLE PACKAGING MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 8.1. Definition & Scope
- 8.2. Product Movement Analysis & Market Share, 2023 & 2030
- 8.3. Bottles & Jars



- 8.3.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 8.4. Bags & Pouches
  - 8.4.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 8.5. Boxes & Cartons
  - 8.5.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 8.6. Trays & Containers
- 8.6.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 8.7. Drums & Cans
  - 8.7.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 8.8. Others
  - 8.8.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)

# CHAPTER 9. RECYCLABLE PACKAGING MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 9.1. Definition & Scope
- 9.2. Application Movement Analysis & Market Share, 2023 & 2030
- 9.3. Food & Beverages
  - 9.3.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 9.4. Healthcare & Pharmaceuticals
- 9.4.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 9.5. Personal Care & Cosmetics
- 9.5.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 9.6. Industrial & Chemical
  - 9.6.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 9.7. Consumer Goods
  - 9.7.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 9.8. Others
  - 9.8.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)

# CHAPTER 10. RECYCLABLE PACKAGING MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 10.1. Key Takeaways
- 10.2. Regional Movement Analysis & Market Share, 2023 & 2030
- 10.3. North America
  - 10.3.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.3.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)



- 10.3.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.3.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.3.5. U.S.
    - 10.3.5.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.3.5.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.3.5.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.3.5.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.3.6. Canada
    - 10.3.6.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.3.6.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.3.6.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.3.6.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.3.7. Mexico
    - 10.3.7.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.3.7.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.3.7.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.3.7.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
- 10.4. Europe
  - 10.4.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.4.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.4.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.4.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.4.5. Germany
    - 10.4.5.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
    - 10.4.5.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion)



### (Kilotons)

- 10.4.5.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.4.5.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.4.6. U.K.
    - 10.4.6.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.4.6.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.4.6.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.4.6.4. market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.4.7. France
    - 10.4.7.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.4.7.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.4.7.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.4.7.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.4.8. Italy
    - 10.4.8.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.4.8.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.4.8.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.4.8.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.4.9. Spain
    - 10.4.9.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.4.9.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.4.9.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.4.9.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
- 10.5. Asia Pacific
  - 10.5.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)



- 10.5.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.5.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.5.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.5.5. China
  - 10.5.5.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.5.5.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.5.5.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.5.5.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.5.6. India
    - 10.5.6.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.5.6.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.5.6.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.5.6.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.5.7. Japan
    - 10.5.7.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.5.7.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.5.7.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.5.7.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.5.8. South Korea
    - 10.5.8.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.5.8.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.5.8.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.5.8.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.5.9. Australia



- 10.5.9.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.5.9.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.5.9.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.5.9.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.5.10. Southeast Asia
    - 10.5.10.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.5.10.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.5.10.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.5.10.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
- 10.6. Central & South America
  - 10.6.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.6.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.6.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.6.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.6.5. Brazil
    - 10.6.5.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.6.5.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.6.5.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.6.5.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.6.6. Argentina
    - 10.6.6.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.6.6.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.6.6.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.6.6.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)



- 10.7. Middle East & Africa
  - 10.7.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.7.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.7.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.7.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.7.5. Saudi Arabia
    - 10.7.5.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.7.5.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.7.5.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.7.5.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.7.6. UAE
    - 10.7.6.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.7.6.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.7.6.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.7.6.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)
  - 10.7.7. South Africa
    - 10.7.7.1. Market estimates and forecasts, 2018 2030 (USD Billion) (Kilotons)
- 10.7.7.2. Market estimates and forecasts, by material, 2018 2030 (USD Billion) (Kilotons)
- 10.7.7.3. Market estimates and forecasts, by product, 2018 2030 (USD Billion) (Kilotons)
- 10.7.7.4. Market estimates and forecasts, by application, 2018 2030 (USD Billion) (Kilotons)

### **CHAPTER 11. START-UP ECOSYSTEM EVALUATION, 2023**

- 11.1. List of Start-up Companies
  - 11.1.1. Progressive Companies
  - 11.1.2. Responsive Companies
  - 11.1.3. Dynamic Companies



- 11.1.4. Starting Blocks
- 11.2. Government Funding for Start-ups across the globe

### **CHAPTER 12. COMPETITIVE LANDSCAPE**

- 12.1. Key Global Players & Recent Developments & Their Impact on the Industry
- 12.2. Key Company/Competition Categorization (Key innovators, Market leaders, emerging players)
- 12.3. List of key Raw Material Distributors and Channel Partners
- 12.4. List of Potential Customers, by Application
- 12.5. Company Market Share & Position Analysis, 2023
- 12.6. Company Heat Map Analysis
- 12.7. Competitive Dashboard Analysis
- 12.8. Company-Wise Product Prices
- 12.9. Strategy Mapping
  - 12.9.1. Expansions
  - 12.9.2. Collaborations/ Partnerships/ Agreements
  - 12.9.3. New Product launches
  - 12.9.4. Mergers & Acquisitions
  - 12.9.5. Divestments
  - 12.9.6. Research & Developments
  - 12.9.7. Others

### **CHAPTER 13. COMPANY LISTING / PROFILES**

- 13.1. Amcor plc
  - 13.1.1. Company Overview
  - 13.1.2. Financial Performance
  - 13.1.3. Product Benchmarking
- 13.2. Sealed Air
  - 13.2.1. Company Overview
  - 13.2.2. Financial Performance
  - 13.2.3. Product Benchmarking
- 13.3. Smurfit Kappa
- 13.3.1. Company Overview
- 13.3.2. Financial Performance
- 13.3.3. Product Benchmarking
- 13.4. Berry Global Inc.
- 13.4.1. Company Overview



- 13.4.2. Financial Performance
- 13.4.3. Product Benchmarking
- 13.5. Tetra Pak
  - 13.5.1. Company Overview
  - 13.5.2. Financial Performance
  - 13.5.3. Product Benchmarking
- 13.6. Huhtamaki Oyj
  - 13.6.1. Company Overview
  - 13.6.2. Financial Performance
  - 13.6.3. Product Benchmarking
- 13.7. Mondi
  - 13.7.1. Company Overview
- 13.7.2. Financial Performance
- 13.7.3. Product Benchmarking
- 13.8. DS Smith
  - 13.8.1. Company Overview
  - 13.8.2. Financial Performance
- 13.8.3. Product Benchmarking
- 13.9. Atlantic Packaging
  - 13.9.1. Company Overview
  - 13.9.2. Financial Performance
  - 13.9.3. Product Benchmarking
- 13.10. ProAmpac
  - 13.10.1. Company Overview
  - 13.10.2. Financial Performance
  - 13.10.3. Product Benchmarking
- 13.11. Constantia Flexibles
  - 13.11.1. Company Overview
  - 13.11.2. Financial Performance
- 13.11.3. Product Benchmarking
- 13.12. Genpak
  - 13.12.1. Company Overview
  - 13.12.2. Financial Performance
  - 13.12.3. Product Benchmarking
- 13.13. Crown Holdings, Inc.
  - 13.13.1. Company Overview
  - 13.13.2. Financial Performance
  - 13.13.3. Product Benchmarking
- 13.14. Gerresheimer AG



- 13.14.1. Company Overview
- 13.14.2. Financial Performance
- 13.14.3. Product Benchmarking
- 13.15. Stora Enso
- 13.15.1. Company Overview
- 13.15.2. Financial Performance
- 13.15.3. Product Benchmarking
- 13.16. WestRock Company
  - 13.16.1. Company Overview
  - 13.16.2. Financial Performance
  - 13.16.3. Product Benchmarking
- 13.17. NEFAB GROUP
  - 13.17.1. Company Overview
  - 13.17.2. Financial Performance
- 13.17.3. Product Benchmarking
- 13.18. Scholle IPN
  - 13.18.1. Company Overview
  - 13.18.2. Financial Performance
  - 13.18.3. Product Benchmarking
- 13.19. Greiner Packaging
  - 13.19.1. Company Overview
  - 13.19.2. Financial Performance
  - 13.19.3. Product Benchmarking
- 13.20. Ball Corporation
  - 13.20.1. Company Overview
  - 13.20.2. Financial Performance
- 13.20.3. Product Benchmarking
- 13.21. Oji Holdings Corporation
  - 13.21.1. Company Overview
- 13.21.2. Financial Performance
- 13.21.3. Product Benchmarking
- 13.22. Ardagh Group S.A.
  - 13.22.1. Company Overview
  - 13.22.2. Financial Performance
  - 13.22.3. Product Benchmarking
- 13.23. RAFESA
- 13.23.1. Company Overview
- 13.23.2. Financial Performance
- 13.23.3. Product Benchmarking



13.24. Trivium Packaging

13.24.1. Company Overview

13.24.2. Financial Performance

13.24.3. Product Benchmarking

13.25. Envases Group

13.25.1. Company Overview

13.25.2. Financial Performance

13.25.3. Product Benchmarking

### **CHAPTER 14. STRATEGIC RECOMMENDATIONS/ ANALYST PERSPECTIVE**



### **List Of Tables**

### LIST OF TABLES

Table 1 Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 2 Plastics Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 3 Paper & Paperboard Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 4 Glass Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 5 Metal Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 6 Other Materials Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 7 Recyclable Bottles & Jars market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 8 Recyclable Bags & Pouches market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 9 Recyclable Boxes & Cartons market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 10 Recyclable Trays & Containers market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 11 Recyclable Drums & Cans market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 12 Recyclable Other Products market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 13 Recyclable Packaging market estimates and forecasts, in food & beverages, 2018 - 2030 (USD Billion) (Kilotons)

Table 14 Recyclable Packaging market estimates and forecasts, in personal care & cosmetics, 2018 - 2030 (USD Billion) (Kilotons)

Table 15 Recyclable Packaging market estimates and forecasts, in healthcare & pharmaceuticals, 2018 - 2030 (USD Billion) (Kilotons)

Table 16 Recyclable Packaging market estimates and forecasts, in industrial & chemical, 2018 - 2030 (USD Billion) (Kilotons)

Table 17 Recyclable Packaging market estimates and forecasts, in consumer goods, 2018 - 2030 (USD Billion) (Kilotons)



Table 18 Recyclable Packaging market estimates and forecasts, in other applications, 2018 - 2030 (USD Billion) (Kilotons)

Table 19 North America Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 20 North America Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 21 North America Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 22 North America Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 23 U.S. Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 24 U.S. Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (Units) (USD Billion) (Kilotons)

Table 25 U.S. Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (Units) (USD Billion) (Kilotons)

Table 26 U.S. Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 27 Canada Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 28 Canada Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 29 Canada Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 30 Canada Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 31 Mexico Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 32 Mexico Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 33 Mexico Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 34 Mexico Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 35 Europe Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 36 Europe Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 37 Europe Recyclable Packaging market estimates and forecasts, by product,



2018 - 2030 (USD Billion) (Kilotons)

Table 38 Europe Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 39 Germany Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 40 Germany Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 41 Germany Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 42 Germany Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 43 UK Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 44 UK Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 45 UK Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 46 UK Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 47 France Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 48 France Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 49 France Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 50 France Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 51 Italy Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 52 Italy Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 53 Italy Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 54 Italy Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 55 Spain Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 56 Spain Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)



Table 57 Spain Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 58 Spain Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 59 Asia Pacific Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 60 Asia Pacific Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 61 Asia Pacific Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 62 Asia Pacific Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 63 China Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 64 China Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 65 China Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 66 China Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 67 Japan Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 68 Japan Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 69 Japan Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 70 Japan Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 71 India Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 72 India Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 73 India Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 74 India Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 75 South Korea Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 76 South Korea Recyclable Packaging market estimates and forecasts, by



material, 2018 - 2030 (USD Billion) (Kilotons)

Table 77 South Korea Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 78 South Korea Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 79 Australia Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 80 Australia Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 81 Australia Recyclable Packaging market estimates and forecasts, by Product, 2018 - 2030 (USD Billion) (Kilotons)

Table 82 Australia Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 83 Southeast Asia Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 84 Southeast Asia Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 85 Southeast Asia Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 86 Southeast Asia Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 87 Central & South America Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 88 Central & South America Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 89 Central & South America Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 90 Central & South America Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 91 Brazil Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 92 Brazil Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 93 Brazil Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 94 Brazil Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 95 Argentina Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)



Table 96 Argentina Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 97 Argentina Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 98 Argentina Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 99 Middle East & Africa Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 100 Middle East & Africa Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 101 Middle East & Africa Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 102 Middle East & Africa Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 103 Saudi Arabia Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 104 Saudi Arabia Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 105 Saudi Arabia Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 106 Saudi Arabia Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 107 UAE Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 108 UAE Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 109 UAE Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 110 UAE Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)

Table 111 South Africa Recyclable Packaging market estimates and forecasts, 2018 - 2030 (USD Billion) (Kilotons)

Table 112 South Africa Recyclable Packaging market estimates and forecasts, by material, 2018 - 2030 (USD Billion) (Kilotons)

Table 113 South Africa Recyclable Packaging market estimates and forecasts, by product, 2018 - 2030 (USD Billion) (Kilotons)

Table 114 South Africa Recyclable Packaging market estimates and forecasts, by application, 2018 - 2030 (USD Billion) (Kilotons)



## **List Of Figures**

### LIST OF FIGURES

Fig. 1 Information p	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 Recyclable Packaging Market- Market Snapshot
- Fig. 8 Recyclable Packaging Market- Segment Snapshot (1/2)
- Fig. 9 Recyclable Packaging Market- Segment Snapshot (2/2)
- Fig. 10 Recyclable Packaging Market- Competitive Landscape Snapshot
- Fig. 11 Recyclable Packaging Market: Penetration & Growth Prospect Mapping
- Fig. 12 Recyclable Packaging Market: Value Chain Analysis
- Fig. 13 Recyclable Packaging Market: Porter's Five Force Analysis
- Fig. 14 Recyclable Packaging Market: PESTEL Analysis
- Fig. 15 Recyclable Packaging market: Material movement analysis, 2023 & 2030
- Fig. 16 Recyclable Packaging market: Product movement analysis, 2023 & 2030
- Fig. 17 Recyclable Packaging market: Application movement analysis, 2023 & 2030
- Fig. 18 Recyclable Packaging market: Regional movement analysis, 2023 & 2030
- Fig. 19 Recyclable Packaging Market: Competitive Dashboard Analysis
- Fig. 20 Recyclable Packaging Market: Market Share Analysis



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