

Sustainable Packaging Market Size, Share & Trends Analysis Report By Material (Plastics, Paper & Paperboard, Glass, Metal), By Type, By Packaging Format, By Process, By Application, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Sustainable Packaging Market Growth & Trends

The global sustainable packaging market size is anticipated to reach USD 448.53 billion by 2030, growing at a CAGR of 7.6% from 2024 to 2030, according to a new report by Grand View Research, Inc. The market has experienced significant growth in recent years, driven by several key factors that reflect evolving consumer preferences, regulatory pressures, and corporate sustainability initiatives. One of the primary drivers contributing to the market growth is increasing awareness and concern about environmental issues, particularly regarding plastic pollution and its impact on ecosystems.

Moreover, government regulations and policies aimed at reducing the use of single-use plastics and promoting sustainable packaging solutions are further propelling growth of the sustainable packaging industry. For instance, many countries have implemented bans or restrictions on plastic bags, straws, and other single-use plastic items, incentivizing companies to adopt eco-friendly packaging alternatives. Legislation such as Extended Producer Responsibility (EPR) schemes also holds manufacturers accountable for the end-of-life management of their packaging, encouraging the adoption of more sustainable practices.

Sustainable and eco-friendly packaging options have gained traction in the packaging market as environmental consciousness has become a significant factor in consumer decision-making. Hence, companies are striving to meet this demand and focusing on offering sustainable packaging solutions. 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.

Several industries have embraced sustainable packaging practices, showcasing the market's versatility and potential for growth. For example, the food and beverage industry has witnessed a surge in demand for eco-friendly packaging solutions, with brands transitioning to compostable food packaging, recyclable beverage containers, and biodegradable pouches. Similarly, the beauty and personal care industry has seen a shift toward sustainable packaging materials, with companies introducing refillable containers, biodegradable packaging inserts, and packaging made from recycled materials, thus benefiting the market for sustainable packaging.

Sustainable Packaging Market Report Highlights

Plastics dominated the material segment with more than 43% share in 2023. This can be attributed to the extensive usage of recycled plastic in packaging, which helps reduce the need for virgin plastic, conserving natural resources and reducing waste.

The paper & paperboard material segment is expected to grow at the fastest CAGR from 2024 to 2030, due to growing demand for eco-friendly and sustainable packaging solutions across the globe

Rigid packaging dominated the packaging type segment with more than 60% share in 2023 and flexible packaging segment is anticipated to grow at fastest rate during the forecast period

The primary packaging segment accounted for the largest revenue share of over 76% in 2023 and is anticipated to register the fastest CAGR during the forecast period

The food & beverages application segment held the largest market share of over

49% in 2023. The healthcare application segment, on the other hand, is anticipated to witness the fastest CAGR from 2024 to 2030.

Europe dominated the sustainable packaging industry in 2023, owing to the presence of favorable government regulations and initiatives taken by packaging companies toward sustainable packaging.

In February 2024, DS Smith collaborated with Versuni, an appliance maker, to provide 100% recycled and recyclable paperboard packaging solutions for Philips Home Appliances to replace plastic foam packaging with sustainable alternatives. The partnership focuses on sustainability, circular economy principles, and innovative packaging design driven by DS Smith's Circular Design Metrics tool.

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