

# **Liquid Packaging Market Report by Material Type (Paperboard, Plastics, Glass, Metal, and Others), Packaging Type (Flexible, Rigid), Technology (Aseptic Liquid Packaging, Blow Molding, Form Fill Seal), End User (Food and Beverage, Personal Care, Pharmaceutical, Household Care, Industrial, and Others), and Region 2024-2032**

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## **Abstracts**

The global liquid packaging market size reached US\$ 368.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 529.9 Billion by 2032, exhibiting a growth rate (CAGR) of 4% during 2024-2032. The significant expansion in e-commerce and online shopping platforms, the widespread adoption of liquid packaging in the healthcare sector, and the emerging technological advancements in packaging materials are some of the major factors propelling the market.

Liquid packaging refers to the specialized process of containing and preserving liquids for distribution and consumption. It involves the design, production, and distribution of packaging solutions. It assures the safe and efficient transportation of various liquid products, such as beverages, chemicals, and pharmaceuticals. It prevents leakage, contamination, and spoilage while extending the shelf life of the liquid contents. Additionally, modern liquid packaging uses several materials, including plastics, glass, metal, and cartons, based on the precise needs of the product and its intended usage. At present, sustainable packaging practices are gaining traction, focusing on minimizing environmental impact through recyclable and biodegradable materials.

The market is primarily driven by the increasing demand for convenience and portability in packaging solutions. As consumer lifestyles become busier, the preference for ready-

to-consume liquids, such as beverages, personal care products, and pharmaceuticals, is contributing to the market growth. Also, liquid packaging offers user-friendly options, such as resealable pouches, single-serve containers, and lightweight bottles, aligning perfectly with modern consumer needs, thus augmenting the market growth. Moreover, the growing emphasis on sustainability and environmental consciousness is encouraging eco-friendly packaging alternatives, which represents another major growth-inducing factor. Besides this, manufacturers are opting for materials that are recyclable and biodegradable material that minimizes the carbon footprint, thus accelerating the market growth. Furthermore, rapid urbanization, rising disposable incomes, and the increasing consumption of packaged goods, particularly beverages and personal care products, are escalating the demand for efficient and appealing liquid packaging solutions, thus creating a positive market outlook.

#### Liquid Packaging Market Trends/Drivers:

The significant expansion in the e-commerce and online shopping platforms

The e-commerce market is primarily driven by the rising packaging demand to safeguard products and provide a positive unboxing experience for customers. Also, manufacturers are developing innovative packaging designs, including secure closures, leak-proof seals, and durable materials that withstand the rigors of transportation, thus augmenting the market growth. Moreover, the growing demand for single-serving and on-the-go liquid products has prompted packaging innovations such as pouches, sachets, and single-use containers that cater to the preferences of online shoppers seeking convenience and ease of use, representing another major growth-inducing factor. Besides this, packaging companies are investing in research and development (R&D) to create packaging solutions thus accelerating the market growth. It optimizes package dimensions to minimize excess material usage which reduces shipping costs, enhances sustainability, and ensures a seamless customer experience.

The widespread adoption of liquid packaging in the healthcare sector

The healthcare sector is driven by the rising production of medicines, requiring packaging solutions tailored to the unique requirements of medical products and medications. In addition, the growing geriatric population and the increasing prevalence of chronic illnesses resulted in the escalating demand for liquid medications and medical products, thus influencing the market growth. As a result, the healthcare industry requires packaging solutions that ensure the integrity, safety, and accurate dosing of these liquids. Moreover, leak-proof seals, tamper-evident closures, and clear labeling are essential to prevent contamination and ensure proper usage to preserve

the efficacy of pharmaceuticals and medical supplies which represents another major growth-inducing factor. Besides this, the growing trend of home healthcare and telemedicine requires convenient, user-friendly packaging solutions for patients to administer liquid medications independently, thus propelling the market growth. Furthermore, the development of innovative packaging designs, such as single-dose vials and pre-filled syringes, which enhance patient adherence to treatment regimens are contributing to the market growth.

The emerging technological advancements in packaging materials

The technological advancements in packaging materials are reshaping the packaging market. In addition, the rise of eco-friendly materials that address environmental concerns is influencing market growth. Moreover, biodegradable and recyclable materials, such as plant-based plastics and paper-based packaging reduce the carbon footprint and resonate with eco-conscious consumers, enhancing brand reputation which represents another major growth-inducing factor. Besides this, the integration of smart packaging technologies is transforming packaging into interactive platforms with quick response (QR) codes, near field communication (NFC), and radio frequency identification (RFID) embedded in packaging to provide consumers with real-time information that enhances consumer engagement thus augmenting the market growth. Furthermore, the incorporation of nanotechnology enhances barrier properties, extends shelf life, and protects liquids from oxygen and moisture, thus preserving product freshness which creates a positive market outlook.

Liquid Packaging Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global liquid packaging market report, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on material type, packaging type, technology and end user.

Breakup by Material Type:

- Paperboard
- Plastics
- Glass
- Metal
- Others

Plastic represents the most popular material type

The report has provided a detailed breakup and analysis of the market based on the material type. This includes paperboard, plastics, glass, metal, and others. According to the report, plastic accounted for the largest market share.

Plastic packaging solutions are dominating the market growth due to their flexibility, durability, and cost-effectiveness. In addition, the increasing use of polyethylene terephthalate (PET) bottles, high-density polyethylene (HDPE) containers, and flexible pouches for packaging numerous liquids, from water to juices and cleaning products are contributing to the market growth.

Moreover, the paperboard packaging market is driven due to its eco-friendly appeal and versatility. It is commonly used for cartons, folding cartons, and tetra pak-style containers due to its lightweight nature and ease of recycling making it a popular choice, particularly for beverages and dairy products.

Glass packaging is favored for premium products, such as spirits, wines, and high-end beverages. Its impermeability ensures that the taste and quality of the liquid remain unchanged. Furthermore, metal packaging, primarily aluminum and steel cans, is prevalent in the beverage industry, particularly for carbonated drinks and energy drinks for offering excellent protection against external factors such as light and oxygen, ensuring product integrity and longer shelf life.

#### Breakup by Packaging Type:

Flexible

Rigid

Rigid packaging presently accounts for the largest market share

The report has provided a detailed breakup and analysis of the market based on the packaging type. This includes flexible and rigid. According to the report, rigid packaging accounted for the largest market share.

Rigid packaging, known for its durability and robustness, is witnessing an upsurge in demand due to its ability to safeguard liquid contents effectively. This packaging category includes various range of materials such as glass, plastic, and metal, each with its own set of advantages. For instance, glass is prized for its impermeability and inertness, ensuring the preservation of the liquid's quality. Plastic offers versatility and

lightweight attributes, contributing to cost efficiency and ease of transport. Meanwhile, metal packaging offers exceptional barrier properties against external factors, extending the shelf life of the enclosed liquids.

Besides this, consumer preferences for sustainable and eco-friendly solutions are driving manufacturers to adopt materials that are recyclable and reduce environmental impact, thus augmenting the market growth. Furthermore, the need for leak-proof and tamper-evident packaging to maintain product integrity is further escalating the adoption of rigid packaging solutions, thus propelling the market growth.

Breakup by Technology:

Aseptic Liquid Packaging

Blow Molding

Form Fill Seal

Aseptic liquid packaging holds the largest share of the market

A detailed breakup and analysis of the market based on the technology has also been provided in the report. This includes aseptic liquid packaging, blow molding, and form fill seal. According to the report, aseptic liquid packaging accounted for the largest market share.

Aseptic liquid packaging is adopted due to its impeccable ability to maintain product freshness and quality by sterilizing the packaging material and the liquid contents separately and subsequently sealing them in a controlled environment. In addition, aseptic technology mitigates the risk of microbial contamination which allows for liquids to be stored without the need for refrigeration or preservatives, extending their shelf life and reducing waste, thus contributing to the market growth.

Moreover, the widespread adoption of aseptic liquid packaging due to its lightweight, transportation efficiency, reducing energy consumption and carbon emissions, and stackable design optimizing storage represents another major growth-inducing factor.

Furthermore, the shift towards health-conscious consumer preferences and increased demand for convenience led to the adoption of aseptic liquid packaging that aligns with evolving trends, and caters to the demand for safe, fresh, and conveniently packaged liquids that can be stored for extended periods without compromising are propelling the market growth.

### Breakup by End User:

- Food and Beverage
- Personal Care
- Pharmaceutical
- Household Care
- Industrial
- Others

Food and beverage industry presently account for the largest market share

A detailed breakup and analysis of the market based on the end user has also been provided in the report. This includes food and beverage, personal care, pharmaceutical, household care, industrial, and others. According to the report, food and beverage industry accounted for the largest market share.

The food and beverage sector is driven by the rising demand for packaging solutions. In addition, the increasing demand for packaging solutions requires efficient, reliable, and innovative packaging to preserve product quality and extend shelf life in beverages, cooking oils, sauces, and dairy items, thus influencing market growth.

Moreover, the ever-evolving consumer preferences and lifestyles are escalating the demand for convenience foods, ready-to-drink (RTE) beverages, and on-the-go meal options has accelerated the need for versatile and user-friendly packaging designs. As a result, manufacturers are compelled to craft packaging solutions that offer convenience, portability, and easy consumption, aligning seamlessly with modern consumer habits.

Furthermore, rapid urbanization and the subsequent rise in retail chains and supermarkets are further escalating the demand for liquid packaging in the food and beverage sector requiring visually appealing packaging solutions, efficient transportation, storage, and display are creating a positive market outlook.

### Breakup by Region:

- North America
- United States
- Canada

Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

Asia Pacific exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

Asia Pacific market is driven by rapid urbanization, changing lifestyles, and a growing middle class. In addition, the escalating demand for beverages, dairy products, and other liquids is driving the market growth. Also, the expansion of e-commerce and the adoption of innovative packaging solutions in countries such as China and India further contribute to the market growth.

Moreover, Europe is driven by the growing emphasis on environmental consciousness aligns with the increasing consumer demand for sustainable packaging options.

Furthermore, the presence of established players in the packaging industry, combined with a well-developed logistics network, contributes to Europe's significant market share in the industry.

Furthermore, North America is driven by emerging technological advancements and a competitive consumer. In addition, the well-established food and beverage industry, coupled with a robust e-commerce infrastructure, drives the demand for efficient and secure packaging solutions due to convenience, quality, and information transparency are propelling the market growth.

#### Competitive Landscape:

At present, key players in the market are actively implementing strategies to fortify their positions and maintain a competitive edge. These efforts encompass a range of initiatives that address market trends and consumer preferences. They are investing in research and development to create novel packaging materials that enhance product shelf life, sustainability, and user convenience focusing on materials that are lightweight, eco-friendly, and capable of preserving product quality during storage and transportation. Moreover, companies are integrating smart packaging technologies such as QR codes, NFC, and RFID to provide consumers with real-time information about products which enhances consumer engagement, transparency, and brand loyalty. Besides this, key players are expanding their presence into new regions and markets through acquisitions, partnerships, and strategic alliances allowing them to tap into new customer bases and leverage local expertise.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Amcor plc  
Berry Global Group Inc.  
Billerudkorsnas AB  
Constantia Flexibles  
Coveris, Evergreen Packaging  
Gerresheimer AG  
LiquiBox  
Mondi plc  
Sidel (The Tetra Laval Group)  
Smurfit Kappa Group plc  
Sonoco Products Company



### Recent Developments:

In February 2020, Smurfit Kappa Group plc announced its strategy to expand in the United States with an investment of US\$ 36 Mn for the paper sack business to strengthen Smurfit Kappa's customer offerings.

In March 2020, Smurfit Kappa Group plc introduced a new tap for soft drink and wine dispensers used in bag-in-box packaging.

In February 2020, Liquibox announced the acquisition of DS Smith plc's plastic division to strengthen its flexible packaging and dispensers business while expanding its range of bags, films, and dispensing fitments to global customers.

### Key Questions Answered in This Report

1. What was the size of the global liquid packaging market in 2023?
2. What is the expected growth rate of the global liquid packaging market during 2024-2032?
3. What are the key factors driving the global liquid packaging market?
4. What has been the impact of COVID-19 on the global liquid packaging market?
5. What is the breakup of the global liquid packaging market based on the material type?
6. What is the breakup of the global liquid packaging market based on the packaging type?
7. What is the breakup of the global liquid packaging market based on technology?
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9. What are the key regions in the global liquid packaging market?
10. Who are the key players/companies in the global liquid packaging market?

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