

Milk Packaging Market Report by Product Type (Cups, Cans, Bottles, Pouches, and Others), Material Type (Glass, Plastic, Metal, Paperboard, and Others), and Region 2024-2032

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Abstracts

The global milk packaging market size reached US\$ 43.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 61.2 Billion by 2032, exhibiting a growth rate (CAGR) of 3.7% during 2024-2032. The increasing demand for plant-based plastics, the incorporation of smart packaging and quick response (QR) codes, and the implementation of several regulations regarding food safety, labeling, and packaging materials are some of the major factors propelling the market.

Milk packaging refers to the materials and methods used to store and transport milk from the dairy farm to the consumer. It is essential in preserving the freshness, quality, and safety of milk. Some commonly available milk packaging formats include cartons, bottles, pouches, and tetra packs. These packaging options are typically made of materials such as plastic, glass, or paperboard, with various layers or coatings to provide protection against light, oxygen, and contamination. Additionally, milk packaging is designed to ensure proper sealing, prevent leakage, and maintain the nutritional integrity and shelf life of the milk until it is consumed.

The market is primarily driven by the increasing demand for milk. In addition, the increasing benefits of milk such as being rich in vitamins, minerals, proteins, and fatty acids is influencing the market growth. In line with this, growing milk consumption maintains healthy bones, improves the immune system, and prevents conditions such as hypertension thus contributing to the market growth. Moreover, manufacturers are recognizing the growing environmental awareness among consumers and their preference for eco-friendly packaging materials and are investing in research and

development (R&D) activities to introduce innovative packaging solutions that are more sustainable, representing another major growth-inducing factor. Besides this, the escalating demand for single-serve milk packs driven by the growing global population, rising income levels, and an increasing number of health-conscious consumers is accelerating the product adoption rate. Furthermore, the availability of flavored milk variants in the market is creating a positive market outlook.

Milk Packaging Market Trends/Drivers:

The increasing consumption of milk

The increasing demand for milk is significantly impacting the milk packaging market, driving various changes and trends within the industry. This surge in demand can be attributed to several factors, including population growth, changing dietary preferences, and the rising awareness of the nutritional benefits of milk. Moreover, there is an increased focus on maintaining the freshness and integrity of the product throughout its shelf life. Packaging plays a vital role in preserving the quality of milk by protecting it from external factors such as light, air, and microbial contamination. As a result, packaging solutions with advanced barrier properties are being adopted to extend the shelf life of milk and minimize the risk of spoilage.

The escalating demand for convenient and user-friendly packaging formats

The rising demand for convenient and user-friendly packaging formats is significantly impacting the market. Nowadays, convenience has become a key consideration for consumers, driven by busy lifestyles, on-the-go consumption habits, and the need for hassle-free packaging solutions. This shift in consumer preferences has prompted significant developments in milk packaging to cater to these evolving needs. Moreover, consumers are seeking milk products that can be easily consumed outside of traditional settings, such as at work, during travel, or while engaging in recreational activities. As a result, milk packaging solutions like single-serve cartons, pouches, and resealable bottles have gained popularity. These formats offer convenience, portion control, and the ability to consume milk without the need for additional utensils or refrigeration. Besides, packaging solutions with ergonomic designs, such as spouts, flip caps, and easy-grip handles, are being introduced to enhance usability and minimize spillage or wastage, thus contributing to market growth.

The implementation of government policies

The implementation of government regulations regarding food safety, labeling, and milk

packaging materials for ensuring consumer protection, promoting transparency, and maintaining the quality and integrity of milk products is escalating the demand for milk packaging. In addition, it establishes standards and guidelines to ensure the safety of milk products. Besides, governments are imposing restrictions and guidelines on the use of certain materials in milk packaging to protect consumer health and the environment. This is encouraging the manufacturers to shift toward alternative packaging materials that meet the regulatory requirements, such as BPA-free plastics or alternative packaging materials like paperboard or glass. Moreover, government regulations also focus on the environmental impact of milk packaging materials. There are regulations aimed at reducing the use of non-recyclable or non-biodegradable materials, encouraging the use of sustainable packaging options, and promoting recycling and waste management practices, this propelling the market growth.

Milk Packaging Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global milk packaging market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on product type and material type.

Breakup by Product Type:

- Cups
- Cans
- Bottles
- Pouches
- Others

Pouches dominate the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes cups, cans, bottles, pouches, and others. According to the report, pouches represented the largest segment.

Pouches have gained dominance in the market due to several advantages they offer over other packaging formats such as being lightweight, convenient, and flexible making them easy to handle and transport. They can be easily carried, stored, and poured without the need for additional tools or utensils and are particularly popular for on-the-go consumption, as they are portable and require minimal space. Additionally, they offer excellent barrier properties, protecting milk from exposure to light, oxygen, and moisture

which helps to preserve the freshness, flavor, and nutritional value of the milk over a longer period. Moreover, pouches are considered environmentally friendly compared to other packaging formats, such as plastic bottles or cartons. They generally require less material and energy during production, resulting in lower carbon emissions. Additionally, pouches are lightweight, which reduces transportation costs and energy consumption. Some pouches are also recyclable, further enhancing their sustainability profile.

Breakup by Material Type:

- Glass
- Plastic
- Metal
- Paperboard
- Others

Paperboard holds the largest share of the market

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

The main factors that are driving the growth of this segment are sustainability as paperboard is considered an environmentally friendly packaging material derived from renewable resources, mainly wood pulp from sustainably managed forests. It is recyclable, biodegradable, and has a lower carbon footprint compared to many other packaging materials. The increasing consumer preference for sustainable packaging options has driven the demand for paperboard in milk packaging. Additionally, paperboard provides excellent printability, allowing for attractive and eye-catching packaging designs. Milk packaging made from paperboard can be customized with colorful graphics, logos, nutritional information, and branding elements. This makes it an effective tool for brand recognition and marketing, helping to differentiate milk products on store shelves and attract consumers. Furthermore, paperboard milk packaging is easy to handle and convenient for consumers. It is often designed with features such as easy-to-open spouts, resealable closures, and ergonomic shapes for pouring which enhance the user experience and make paperboard milk packages more user-friendly and convenient.

Breakup by Region:

Europe

North America

Asia Pacific

Middle East and Africa

Latin America

Asia Pacific exhibits a clear dominance, accounting for the largest milk packaging market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. According to the report, Asia Pacific was the largest market for milk packaging solutions.

Asia Pacific holds the largest market share due to rapid urbanization, and growing population, particularly in China and India. This population growth, coupled with changing lifestyles led to a rise in milk consumption. As a result, there is a significant demand for milk packaging in the region to meet the needs of the expanding consumer base. Moreover, the rapid development of modern retail infrastructure, including supermarkets, hypermarkets, and convenience stores, across the Asia Pacific has contributed to increased demand for packaged milk products. These retail channels require reliable and efficient packaging solutions to ensure product quality, shelf life, and consumer convenience. As a result, the demand for milk packaging has witnessed substantial growth in response to the expanding retail sector. Furthermore, Asia Pacific offers a favorable business environment for milk packaging manufacturers, including supportive government policies, investment incentives, and favorable trade regulations. In addition, the manufacturing capabilities, cost advantages, and supply chain infrastructure of the Asia Pacific region make it an attractive destination for milk packaging production and distribution.

Competitive Landscape:

The competitive landscape of the market is dynamic and diverse, with numerous players competing for market share. Presently, these companies compete based on factors such as product innovation, packaging technology, sustainability, cost-effectiveness, and customer service. At present, key players are introducing aseptic packaging systems, including cartons and pouches helps in preserving the freshness and nutritional value of milk. Besides this, some players are offering a range of packaging options, including paperboard cartons and trays, for the dairy industry and their solutions focus on sustainability and shelf appeal. Furthermore, they are also

investing in facility expansions and mergers and acquisitions (M&As) to strengthen their foothold in the market.

The 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 Limited
Indevco
Evergreen Packaging
Stanpac Inc.
Elopak AS
Ball Corporation
Graham Packaging Company Inc
SF Holdings Group Inc.
RPC Group Plc
Blue Ridge Paper Products
Crown Holdings
CkS Packaging

Recent Developments:

In March 2021, Evergreen Packaging announced the introduction of its PlantCarton packaging for milk products in the United States. PlantCarton is a renewable, plant-based packaging option made from paperboard sourced from sustainably managed forests.

In September 2020, Ball Corporation announced plans to build a new aluminum beverage packaging plant in Pittston, Pennsylvania, United States. The plant is expected to support the company's growing demand for sustainable aluminum packaging, including milk products.

In August 2020, RPC Group announced its acquisition by Berry Global Group, a leading global packaging solutions provider. The acquisition aimed to create a combined company with enhanced capabilities in the packaging industry.

Key Questions Answered in This Report

1. What was the size of the global milk packaging market in 2023?
2. What is the expected growth rate of the global milk packaging market during 2024-2032?
3. What are the key factors driving the global milk packaging market?

4. What has been the impact of COVID-19 on the global milk packaging market?
5. What is the breakup of the global milk packaging market based on the product type?
6. What is the breakup of the global milk packaging market based on the material type?
7. What are the key regions in the global milk packaging market?
8. Who are the key players/companies in the global milk packaging market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL MILK PACKAGING MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by Material Type
- 5.6 Market Breakup by Region
- 5.7 Market Forecast

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Cups
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Cans

- 6.2.1 Market Trends
- 6.2.2 Market Forecast
- 6.3 Bottles
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4 Pouches
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Others
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast

7 MARKET BREAKUP BY MATERIAL TYPE

- 7.1 Glass
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Plastic
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Metal
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Paperboard
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 7.5 Others
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast

8 MARKET BREAKUP BY REGION

- 8.1 Europe
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 North America
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Asia Pacific

- 8.3.1 Market Trends
- 8.3.2 Market Forecast
- 8.4 Middle East and Africa
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
- 8.5 Latin America
 - 8.5.1 Market Trends
 - 8.5.2 Market Forecast

9 SWOT ANALYSIS

- 9.1 Overview
- 9.2 Strengths
- 9.3 Weaknesses
- 9.4 Opportunities
- 9.5 Threats

10 VALUE CHAIN ANALYSIS

11 PORTER'S FIVE FORCES ANALYSIS

- 11.1 Overview
- 11.2 Bargaining Power of Buyers
- 11.3 Bargaining Power of Suppliers
- 11.4 Degree of Competition
- 11.5 Threat of New Entrants
- 11.6 Threat of Substitutes

12 PRICE ANALYSIS

13 COMPETITIVE LANDSCAPE

- 13.1 Market Structure
- 13.2 Key Players
- 13.3 Profiles of Key Players
 - 13.3.1 Amcor Limited
 - 13.3.2 Indevco
 - 13.3.3 Evergreen Packaging
 - 13.3.4 Stanpac Inc.

- 13.3.5 Elopak AS
- 13.3.6 Ball Corporation
- 13.3.7 Graham Packaging Company Inc
- 13.3.8 SF Holdings Group Inc.
- 13.3.9 RPC Group Plc
- 13.3.10 Blue Ridge Paper Products
- 13.3.11 Crown Holdings
- 13.3.12 CkS Packaging

List Of Tables

LIST OF TABLES

Table 1: Global: Milk Packaging Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Milk Packaging Market Forecast: Breakup by Product Type (in Billion US\$), 2024-2032

Table 3: Global: Milk Packaging Market Forecast: Breakup by Material Type (in Billion US\$), 2024-2032

Table 4: Global: Milk Packaging Market Forecast: Breakup by Region (in Billion US\$), 2024-2032

Table 5: Global: Milk Packaging Market Structure

Table 6: Global: Milk Packaging Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Milk Packaging Market: Major Drivers and Challenges

Figure 2: Global: Milk Packaging Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Milk Packaging Market: Breakup by Product Type (in %), 2023

Figure 4: Global: Milk Packaging Market: Breakup by Material Type (in %), 2023

Figure 5: Global: Milk Packaging Market: Breakup by Region (in %), 2023

Figure 6: Global: Milk Packaging Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 7: Global: Milk Packaging Industry: SWOT Analysis

Figure 8: Global: Milk Packaging Industry: Value Chain Analysis

Figure 9: Global: Milk Packaging Industry: Porter's Five Forces Analysis

Figure 10: Global: Milk Packaging (Cups) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 11: Global: Milk Packaging (Cups) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 12: Global: Milk Packaging (Cans) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 13: Global: Milk Packaging (Cans) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 14: Global: Milk Packaging (Bottles) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 15: Global: Milk Packaging (Bottles) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 16: Global: Milk Packaging (Pouches) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 17: Global: Milk Packaging (Pouches) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 18: Global: Milk Packaging (Other Product Types) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 19: Global: Milk Packaging (Other Product Types) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 20: Global: Milk Packaging (Glass) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 21: Global: Milk Packaging (Glass) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 22: Global: Milk Packaging (Plastic) Market: Sales Value (in Billion US\$), 2018 &

2023

Figure 23: Global: Milk Packaging (Plastic) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 24: Global: Milk Packaging (Metal) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 25: Global: Milk Packaging (Metal) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 26: Global: Milk Packaging (Paperboard) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 27: Global: Milk Packaging (Paperboard) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 28: Global: Milk Packaging (Other Material Types) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 29: Global: Milk Packaging (Other Material Types) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 30: Europe: Milk Packaging Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 31: Europe: Milk Packaging Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 32: North America: Milk Packaging Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 33: North America: Milk Packaging Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 34: Asia Pacific: Milk Packaging Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 35: Asia Pacific: Milk Packaging Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 36: Middle East and Africa: Milk Packaging Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 37: Middle East and Africa: Milk Packaging Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 38: Latin America: Milk Packaging Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 39: Latin America: Milk Packaging Market Forecast: Sales Value (in Billion US\$), 2024-2032

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