

Pouches Market Report by Material (Plastic, Metal, Paper, Bioplastics), Treatment Type (Standard, Aseptic, Retort, Hot-fill), Product (Flat, Stand-up), Closure Type (Tear Notch, Zipper, Spout), End Use (Food and Beverages, Healthcare, Personal Care and Cosmetics, Homecare, and Others), and Region 2024-2032

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Abstracts

The global pouches market size reached US\$ 52.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 80.4 Billion by 2032, exhibiting a growth rate (CAGR) of 4.8% during 2024-2032. The increasing sales of packaged food products, rising use in the packaging of medicines and medical products, and the growing need to reduce the overall packaging weight are some of the major factors propelling the market.

Pouches are small, flexible containers designed to hold various items securely. They are available in different materials, such as plastic, fabric, or leather. They often feature a sealing mechanism like zippers, snaps, or drawstrings to keep the contents safe and accessible. They help protect food items from light, contamination, and oxidation to improve the shelf life of products. Pouches serve various purposes in everyday life and are popular for organizing and carrying personal belongings like cosmetics, stationery, electronic gadgets, and snacks.

Increasing sales of packaged food products, including sauces, mayonnaise, fruit purees, juices, and milk, on account of rapid urbanization, hectic lifestyles, and the expanding purchasing power of individuals, are strengthening the growth of the market around the world. Moreover, the rising utilization of pouches in the packaging of

medicines, medical products, and supplies and significant growth in the pharmaceutical industry are contributing to the market growth. They are used to minimize the risk of surgical site infections and cross-contamination among patients and healthcare professionals. Apart from this, there is a rise in the adoption of pouches for the packaging of soaps and detergents to prevent leakage and offer secured storage and transportation. This, coupled with the growing need to reduce the overall packaging weight, is creating a positive outlook for the market.

Pouches Market Trends/Drivers:

Increase in environmental concerns

The escalating demand for pouches is fueled by the growing environmental concerns and the increasing emphasis on sustainable packaging solutions. Pouches are often lightweight and require less material than traditional packaging options like rigid plastic containers or glass bottles. This reduced material usage leads to lower transportation costs and a smaller carbon footprint, aligning with eco-conscious consumer preferences. Additionally, advancements in pouch manufacturing have led to the development of recyclable, biodegradable, and compostable options, further addressing sustainability challenges. As governing agencies are encouraging reduced plastic waste and improved recycling rates, there is a rise in the demand for pouches as they offer a versatile format that can adapt to changing regulations and preferences. Brands that adopt pouches as part of their sustainability initiatives are gaining a competitive edge by demonstrating their commitment to responsible packaging practices, thus driving demand for these environment-friendly solutions.

Rise in inclination towards online applications and websites

The rise of e-commerce and online shopping has significantly contributed to the demand for pouches. As more people are turning to online platforms for their shopping needs, packaging requirements have evolved. Pouches offer benefits, such as reduced weight and volume, making them cost-effective for shipping while minimizing environmental impact. Their flexibility and adaptability also make them suitable for a wide range of products, from clothing accessories to cosmetics. Pouches can be designed with tamper-evident seals and easy-open features, ensuring product integrity upon delivery. The online shopping experience often lacks the sensory engagement of traditional retail, which makes visually appealing pouches with clear product information a critical factor in attracting and retaining online consumers. This shift in consumer behavior towards online shopping continues to fuel the demand for pouches that cater to the unique needs of e-commerce packaging.

Associated benefits

The demand for pouches is largely driven by their convenience and portability. In today's fast-paced lifestyles, consumers seek products that offer ease of use and on-the-go functionality. Pouches, with their lightweight and compact design, provide a practical solution for carrying a wide range of items such as snacks, beverages, personal care products, and even electronics accessories. The resealable features of many pouches enhance convenience by allowing consumers to access the product multiple times without compromising freshness. Additionally, the reduced material usage compared to traditional packaging options aligns with sustainability concerns. As urbanization increases and commutes become longer, the need for items that fit seamlessly into busy routines has intensified the demand for pouches across various industries, reshaping packaging choices and influencing consumer purchasing decisions.

Pouches Industry Segmentation:

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

Breakup by Material:

Plastic

Metal

Paper

Bioplastics

Plastic dominates the market

The report has provided a detailed breakup and analysis of the market based on the material. This includes plastic, metal, paper, and bioplastics. According to the report, plastic represented the largest segment. Plastic pouches are made from various types of synthetic polymers like polyethylene, polypropylene, or polyester. They are known for their flexibility, durability, and water-resistant properties. They can be transparent or colored, which allows users to see the contents easily. Plastic pouches are commonly used for packaging food items, liquids, toiletries, and other everyday products.

Metal pouches are crafted from thin sheets of metal, typically aluminum or stainless

steel. They are sturdy and consequently provides excellent protection from external elements, such as moisture, light, and air. They are often used for preserving perishable goods, like ready-to-eat (RTE) meals, coffee, or pet food, as they maintain the freshness and flavor of the contents.

Paper pouches are made from paper-based materials with additional coatings or laminations to enhance their strength and moisture resistance. They are an eco-friendly alternative to plastic pouches and often used for packaging dry goods, such as tea, coffee, and snacks.

Breakup by Treatment Type:

Standard

Aseptic

Retort

Hot-fill

Standard holds the largest share in the market

A detailed breakup and analysis of the market based on the treatment type has also been provided in the report. This includes standard, aseptic, retort, and hot-fill. According to the report, standard accounted for the largest market share. Standard pouches are designed for packaging items that do not require extreme preservation methods, such as dry goods, snacks, and non-perishable items. These pouches are sealed to protect the contents from external elements like dust and moisture but cannot provide extended shelf life or thermal resistance.

Aseptic pouches are designed for preserving perishable products like liquid foods and beverages without the need for refrigeration. The aseptic filling process involves sterilizing the pouch and the product separately before filling and sealing them in a sterile environment. This ensures that the contents remain uncontaminated and free from harmful microorganisms, which maintains their freshness and nutritional value for an extended period.

Retort pouches are engineered to withstand high-temperature processing, such as sterilization or pasteurization. They are commonly used for packaging RTE meals, soups, and other pre-cooked products. They are made with special laminated materials that can endure the thermal treatment without compromising the integrity of the packaging or the product inside.

Breakup by Product:

Flat

Stand-up

Flat dominates the market

The report has provided a detailed breakup and analysis of the market based on the product. This includes flat and stand-up. According to the report, flat represented the largest segment. Flat pouches are pouches with a simple, flat design and no built-in structure to stand upright on their own. They lay flat when empty or filled, making them ideal for storing and packaging products that are thin or do not require a stand-up presentation. They are commonly used for packaging items like snacks, powders, and single-serving products. Flat pouches are lightweight and space-efficient, which makes them easy to store and transport.

Stand-up pouches have a built-in gusset or base that allows them to stand upright on store shelves or when placed on a surface. The gusset provides stability and creates a self-supporting structure. Stand-up pouches are popular for packaging a wide range of products, including liquids, granulated items, and pet foods. They offer excellent visibility, branding opportunities, and user convenience, as they can be resealed with zippers or spouts, which makes them suitable for multiple uses.

Breakup by Closure Type:

Tear Notch

Zipper

Spout

Spout holds the largest share in the market

A detailed breakup and analysis of the market based on the closure type has also been provided in the report. This includes tear notch, zipper, and spout. According to the report, spout accounted for the largest market share. A spout closure is designed for pouches containing liquids, such as juices, sauces, or baby food. It includes a small, capped spout attached to the top of the pouch, which allows controlled pouring and dispensing of the liquid. It provides convenience and prevents spills, which makes them a popular choice for on-the-go consumption and easy pour in various liquid packaging

applications.

A tear notch closure is a simple and convenient method of opening a pouch. It consists of a small, precut notch or perforation located at the top of the pouch. To open the pouch, users can tear along the notch, which creates a wide opening to access the contents. Tear notch closures are commonly used in single-use pouches for items like snacks, condiments, or sample products, wherein resealing is not required after opening.

Breakup by End Use:

Food and Beverages

Healthcare

Personal Care and Cosmetics

Homecare

Others

Food and beverages dominate the market

The report has provided a detailed breakup and analysis of the market based on the end use. This includes food and beverages, healthcare, personal care and cosmetics, homecare, and others. According to the report, food and beverages represented the largest segment. Pouches are widely used in the food and beverage (F&B) industry for packing various products. They are commonly used to pack snacks, candies, sauces, condiments, dried fruits, and RTE meals. Aseptic pouches are used to preserve liquid foods like juices, soups, and dairy products without the need for refrigeration. Stand-up pouches with resealable zippers are popular for convenience and easy storage of food items.

In the healthcare sector, pouches play a crucial role in packaging medical and pharmaceutical products. They are used for packaging medical instruments, first-aid supplies, and various types of medications, including pills, tablets, and capsules. Aseptic pouches are also used for sterile medical supplies and liquids like saline solutions or IV fluids. Healthcare pouches ensure the safety and integrity of the products, which protects them from contamination and providing a long shelf life.

Breakup by Region:

North America

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

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

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, 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. The increasing utilization of pouches in the food and beverage (F&B), pharmaceuticals, cosmetics, and personal care industries represents one of the primary factors bolstering the market growth in the Asia Pacific region. Moreover, the rising preference for portion control among consumers is contributing to the market growth in the region. Besides this, the growing popularity of online shopping is influencing the market.

North America is estimated to witness stable growth, owing to integration of advanced technologies, product innovations, extensive research and development (R&D) activities, etc.

Competitive Landscape:

The leading companies are incorporating technologies like oxygen scavengers, moisture absorbers, and freshness indicators into the pouch materials to actively extend the shelf life of perishable products. Moreover, key players are using nanomaterials in pouch manufacturing to improve barrier properties, antimicrobial coatings, and enhanced mechanical strength. Nanotechnology helps in creating lightweight and flexible yet highly durable pouches suitable for various applications. These players are also integrating smart labels or QR codes on pouches that allow consumers to access detailed product information, including nutritional facts, ingredients, and sourcing details. These technologies promote transparency and enable brands to connect with consumers more effectively. Leading manufacturers are relying on radio frequency identification (RFID) or near field communication (NFC) technology, which enables real-time tracking of products throughout the supply chain. Smart pouches improve inventory management and help prevent counterfeiting. Besides this, product manufacturers are focusing on adopting digital printing technology that allows personalized and custom-designed pouches, which cater to the unique branding and packaging needs of different companies. This flexibility fosters creativity and brand differentiation 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 plc
Constantia Flexibles
Coveris
Goglio SpA
Guala Pack S.p.a.
Huhtamäki Oyj
Korozo
Mondi Plc
Proampac
Sealed Air
Smurfit Kappa Group Plc
Sonoco Products Company
Wipac Holding AG

Recent Developments:

In 2021, Constantia Flexibles signed an agreement to acquire Turkey based Propak, a snack packaging manufacturer.

In May 2022, Proampac acquired Specialty Packaging Inc., a family-owned specialty paper, film, and foil packaging manufacturer for the fast-food and food service industries. With this addition, the company enhanced its reach with food-service customers and expanded its footprint to the southern United States.

Key Questions Answered in This Report:

How has the global pouches market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global pouches market?

What is the impact of each driver, restraint, and opportunity on the global pouches market?

What are the key regional markets?

Which countries represent the most attractive pouches market?

What is the breakup of the market based on the material?

Which is the most attractive material in the pouches market?

What is the breakup of the market based on the treatment type?

Which is the most attractive treatment type in the pouches market?

What is the breakup of the market based on the product?

Which is the most attractive product in the pouches market?

What is the breakup of the market based on the closure type?

Which is the most attractive closure type in the pouches market?

What is the breakup of the market based on the end use?

Which is the most attractive end use in the pouches market?

What is the competitive structure of the global pouches market?

Who are the key players/companies in the global pouches market?

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