

Tobacco Packaging Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global tobacco packaging market size reached US\$ 17.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 20.9 Billion by 2028, exhibiting a growth rate (CAGR) of 2.95% during 2023-2028.

Tobacco belongs to the nightshade or Solanaceae plant family and is consumed for its high nicotine content. The tobacco packaging industry involves wrapping of dried tobacco leaves for products such as cigarettes, cigars, smokeless tobacco and raw tobacco. The packaging enhances and protects the quality and flavor of the product from deterioration and aroma transmission during transportation. Paperboards, paper-boxes, plastic-based films, metal cans, jute bags, foils, laminates, etc., are the most common types of tobacco packaging materials available in the market. Commercial or bulk packaging of tobacco includes hinge-lid containers, shells, slides and bundle wraps as well as flexible packaging in a variety of forms such as flip top packs, shrink sleeves, three-sided seal bags and stand-up pouches.

Growing urbanization and increased popularity of cigarettes among the youth are the key factors driving the growth of the market. Furthermore, stressful lives, along with increased workload and hectic schedule, are also boosting the consumption of tobacco among the working population. Nicotine present in tobacco acts as a stimulant and anti-depressant and helps consumers in coping with daily challenges. Product novelties such as the introduction of super-slim and demi-slim cigarettes targeted at women, Roll-Your-Own-Cigarettes (RYOC), additive free and miniature cigarette variants are further enhancing the demand for tobacco. Moreover, various product and design innovations

such as limited-edition packs, curved edge packs and slide opening packs which are launched to communicate and attract the interest of the consumers are further projected to drive the global market significantly. Similarly, flexible packaging is also gaining traction as a tobacco packaging material due to its improved barrier properties and cost-effectiveness.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global tobacco packaging market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on material type, packaging type and end use.

Breakup by Material Type:

- Paperboards
- Paper Boxes
- Plastic
- Jute
- Metal
- Others

Breakup by Packaging Type:

- Primary Packaging
- Secondary Packaging
- Bulk Packaging

Breakup by End Use:

- Smoking Tobacco
 - Cigarettes
 - Cigars
- Smokeless Tobacco
- Chewing Tobacco
- Snuff
- Dissolvable Tobacco
- Others
- Raw Tobacco

Breakup by Region:

Asia Pacific

Europe

North America

Middle East and Africa

Latin America

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Amcor plc, China National Tobacco Corporation, Innovia Films, Philip Morris International Inc., ITC Limited, International Paper Company, Japan Tobacco International, Siegwirk Druckfarben AG & Co. KGaA, WestRock Company, Sonoco Products Company, Smurfit Kappa Group plc, Mondi Group, Reynolds Group Holdings Limited, and Oracle Packaging.

Key Questions Answered in This Report

1. How big is the global tobacco packaging market?
2. What is the expected growth rate of the global tobacco packaging market during 2023-2028?
3. What are the key factors driving the global tobacco packaging market?
4. What has been the impact of COVID-19 on the global tobacco packaging market?
5. What is the breakup of the global tobacco packaging market based on the material type?
6. What is the breakup of the global tobacco packaging market based on the packaging type?
7. What is the breakup of the global tobacco packaging market based on the end use?
8. What are the key regions in the global tobacco packaging market?
9. Who are the key players/companies in the global tobacco packaging market?

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