

Tube Packaging Market Report by Type (Squeeze Tubes, Twist Tubes, and Others), Material Type (Plastics, Paper, Aluminum, and Others), Application (Food and Beverages, Cosmetics, Pharmaceuticals, Cleaning Products, and Others), and Region 2023-2028

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Abstracts

The global tube packaging market size reached US\$ 10.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 15.5 Billion by 2028, exhibiting a growth rate (CAGR) of 6.2% during 2022-2028. The rapid technological advancements and product innovations, increasing expenditure capacities of the consumers, growing consciousness among the masses regarding the hygiene of the products, the widespread utilization cosmetics, pharmaceuticals, and food and beverage (F&B) industries are some of the major factors propelling the market. Tube packaging uses cylindrical containers to package various products, such as cosmetics, pharmaceuticals, food, and industrial goods. It is typically made from materials such as plastic, aluminum, or laminate, designed to offer a secure, airtight environment that preserves the integrity of the contained product. A standard tube packaging system consists of the tube body and a cap or closure, which can be screw-on, flip-top, or fez-top. Tube packaging is extensively employed in the cosmetics industry for lotions, creams, and gels. Additionally, they are also prevalent in the healthcare sector for ointments and toothpaste and in the food sector for condiments like mayonnaise or mustard.

The increasing consumer convenience of tube packaging owing to its easy-to-use, portable nature is one of the major factors driving the market growth. Besides this, the widespread utilization of tube packaging in various sectors, including cosmetics, pharmaceuticals, and food and beverage (F&B), is providing a thrust to the market

growth. Moreover, the growing focus on sustainability leading to the adoption of eco-friendly materials like bio-plastics for tube packaging is creating a positive outlook for the market growth. Additionally, rapid technological advancements and innovations in manufacturing and sealing technologies, making tube packaging more efficient and secure, are further boosting the market growth. Along with this, the increasing ability to tailor tube sizes, shapes, and materials for specific products, offering brands a way to differentiate themselves, is providing an impetus to the market growth. In addition to this, the rising adoption of tube packaging as tubes made of materials like aluminum or laminate offer excellent protection against external factors like light, oxygen, and moisture, thus extending the product's shelf life, is positively impacting the market growth. Apart from this, the emergence of the e-commerce sector online shopping necessitates durable and lightweight packaging options, making tubes a preferred choice for shipping various products is favoring the market growth. Furthermore, the increasing demand for tube packaging, as it offers an economical choice for brands, given the lower costs of materials and transportation compared to other forms of packaging, is propelling the market growth.

Tube Packaging Market Trends/Drivers:

Increasing convenience of consumers

The increasing convenience of consumers owing to tube packaging's incredibly user-friendly nature is one of the major factors propelling the market growth. In line with this, the widespread adoption of this packaging due to its squeezable nature ensuring that the consumer can extract nearly all the contents, reducing waste is providing a thrust to the market growth. Additionally, the widespread popularity of tube packaging as these tubes are highly portable and lightweight, making them ideal for on-the-go consumption for products like hand sanitizers, creams, and beverages is creating a positive outlook for the market growth. Moreover, the increasing ability of these tubes to extend the product's shelf-life post-opening, appealing to consumers who seek value for money, is positively impacting the market growth. Along with this, the introduction of ergonomic design of many tube packages enhancing the user experience by allowing one-handed operation, ideal for multitasking individuals, is providing a thrust to the market growth. The high level of consumer convenience improves brand loyalty and influences purchasing decisions, compelling industries to opt for tube packaging.

Growing versatility across various industries

The increasing versatility of tube packaging to meet the demand of various industries, including cosmetics, healthcare, food, and beverages (F&B), is creating a positive outlook for the market growth. In line with this, the widespread application of tube packaging in the cosmetics sector for packaging lotions, gels, and creams due to their hygiene factors and ease of application is providing a thrust to the market growth. Along with this, the increasing utilization of these tubes in the pharmaceutical industry, for

ointments, and even certain types of medication to ensure dosage accuracy, prolong shelf life, and maintain sterility is providing an impetus to the market growth. In addition to this, the growing packaging popularity in the food and beverage (F&B) sector for products like condiments, making it easier for the consumer to dispense the product with precision, is providing remunerative growth opportunities for the market.

Growing focus on sustainability

The increasing focus on sustainability leading to the development of sustainable, eco-friendly options such as bio-plastic and post-consumer recycled (PCR) tubes is positively impacting the market growth. In line with this, the growing environmental consciousness among consumers leading to the adoption of biodegradable materials that break down more quickly than traditional plastics, reducing the ecological impact is creating a positive outlook for the market growth. Additionally, the increasing incorporation of polymerase chain reaction (PCR) content in tube packaging that utilizes recycled material, thereby minimizing waste and lowering the product's carbon footprint, is providing an impetus for the market growth.

Tube Packaging Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global tube packaging market report, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on type, material type and application.

Breakup by Type:

Squeeze Tubes

Twist Tubes

Others

Squeeze Tubes dominate the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes squeeze tubes, twist tubes and others. According to the report, squeeze tubes represented the largest segment.

Squeeze tubes dominate the market share as these tubes are consumer-friendly, enabling easy dispensing of the product with minimal effort, which is critical for end-users like elderly individuals who might find other types of packaging difficult to maneuver. Besides this, the lightweight and compact design makes squeeze tubes highly portable ideal for travel-sized products or on-the-go applications. Moreover, squeeze tubes can be made from a range of materials, including plastic, aluminum, and laminate, allowing manufacturers to meet specific product requirements such as barrier properties, product compatibility, and cost-efficiency. In line with this, these tubes allow consumers to extract almost all contained products, reducing waste. Furthermore, squeeze tubes are suitable for a broad array of products, such as toothpaste, lotions, and food items like mayonnaise and condiments. This adaptability ensures their

application across multiple sectors, further bolstering their market dominance.

Breakup by Material Type:

Plastics

Paper

Aluminum

Others

Plastics dominate the market

The report has provided a detailed breakup and analysis of the market based on the material type. This includes plastics, paper, aluminum, and others. According to the report, plastics represented the largest segment.

Plastic is dominating the market share as these materials are generally less expensive to produce compared to other materials like aluminum or glass, making these tubes a competitive choice for manufacturers aiming to manage costs. Additionally, plastic tubes are light in weight and robust, offering advantages in terms of transportation and handling, contributing to a reduced carbon footprint associated with shipping and distribution. Moreover, plastics offer remarkable flexibility in molding and shaping, allowing for a wide range of tube designs and customization. This adaptability makes it easier for brands to create distinctive packaging that attracts consumers. Besides this, certain types of plastic offer excellent barrier properties against light, oxygen, and moisture, which is crucial for maintaining the integrity and shelf-life of the packaged products. Furthermore, plastic tubes often feature easy-to-use dispensing mechanisms like flip-tops or screw caps, contributing to a user-friendly experience. In addition to this, rapid advancements in recyclable and biodegradable plastic materials encouraging companies to adopt post-consumer recycled (PCR) plastics to create more sustainable tube packaging options are supporting the market growth.

Breakup by Application:

Food and Beverages

Cosmetics

Pharmaceuticals

Cleaning Products

Others

Cosmetics hold the largest share in the market

A detailed breakup and analysis of the market based on the application has also been provided in the report. This includes food and beverages, cosmetics, pharmaceuticals, cleaning products and others. According to the report, cosmetics accounted for the largest market share.

Cosmetics dominate the market share as the design of tube packaging, often in the form of squeeze tubes or pump-action tubes, offers ease of use for consumers, utilized in cosmetic products like lotions, creams, and gels. Moreover, tube packaging offers a

high degree of protection against environmental factors such as light, moisture, and air, which is crucial in the cosmetics industry, where product integrity can be a significant concern. Besides this, the compact and lightweight nature of tube packaging makes it ideal for on-the-go use and travel-size versions of cosmetic products that align well with modern consumer lifestyles. Furthermore, the increasing utilization of tube packaging, as many cosmetic products require controlled and precise dispensing to reduce waste and ensure effective application, is supporting the market growth. Along with this, tubes are often less expensive to produce and fill than other types of packaging. In line with this, tube packaging can be made from materials like plastic, aluminum, and laminate, allowing cosmetic brands to choose the most appropriate material for their specific product needs, such as barrier properties and aesthetic appeal.

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 tube packaging market share

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); 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.

Asia Pacific is dominant in the global tube packaging market, as the region has been experiencing consistent economic growth, contributing to increasing consumer spending on goods that often require tube packaging, such as cosmetics, pharmaceuticals, and food & beverages (F&B), propelling the market growth. Besides this, Asia Pacific is home to over half of the world's population, creating a vast consumer base for tube packaging products. Moreover, the region has established itself as a global manufacturing epicenter with lower production costs and readily available raw materials, encouraging companies to produce and distribute tube packaging locally and globally. Furthermore, companies in the Asia Pacific are quick to adopt new technologies and materials, making the tube packaging industry more innovative and responsive to market demands. Along with this, the increasing focus of governments in the region on sustainability and waste reduction, thereby promoting efficient and recyclable packaging materials, is also propelling the market growth.

Competitive Landscape:

The leading companies in the tube packaging market are continually investing in research and development (R&D) to create innovative tube packaging solutions, such as design, materials, and dispensing mechanisms, to differentiate themselves through unique offerings. Besides this, companies are shifting towards sustainable materials such as biodegradable plastics or post-consumer recycled materials. Some are also offering refillable or reusable tube packaging to minimize waste. Moreover, the key players are also offering tailored products to meet clients' specific needs through customizable sizes, colors, or printing options. Additionally, some manufacturers are optimizing production processes to reduce costs, including automating manufacturing lines, integrating supply chains, and sourcing raw materials more efficiently. Along with this, the major companies are utilizing market research and consumer insights to develop packaging solutions that resonate with target demographics. Furthermore, firms are paying greater attention to the aesthetic aspects of tube packaging as a tool for brand differentiation. High-quality printing techniques, striking visuals, and interactive packaging are ways companies make their products stand out on the shelves.

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:

ALBEA

Amcor Plc

Berry Global Inc.

Clariant AG

EPL Limited

Hoffmann Neopac AG

Huhtamaki OYJ

Montebello Packaging

Romaco Group (Truiking Group)

Sonoco Products Company

VisiPak (Sinclair & Rush Inc.)

Recent Developments:

In August 2023, Amcor Plc announced the North American launch of curbside-recyclable AmFiber Performance Paper packaging. Performance paper meets the repulpability standards for curbside recycling, allowing brands to provide consumers with more sustainable end-of-life outcomes for packaging.

In July 2023, Berry Global's European flexible films business launched a next-generation version of its top-selling high-performance FormiFor insulation compression film that now incorporates up to 30% post-consumer recycled material.

In March 2023, Hoffman Neopac Introduced Fiber-based Tubes for Personal Care and Cosmetic Products. The company launched its PaperX Tube series, which utilizes fiber-based laminate to drastically reduce both plastic materials use and overall carbon footprint.

Key Questions Answered in This Report:

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

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

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

What are the key regional markets?

Which countries represent the most attractive tube packaging market?

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

Which is the most attractive type in the tube packaging market?

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

Which is the most attractive material type in the tube packaging market?

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

Which is the most attractive application in the tube packaging market?

What is the competitive structure of the global tube packaging market?

Who are the key players/companies in the global tube packaging market?

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