

Contract Packaging Market Report: Trends, Forecast and Competitive Analysis to 2031

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Abstracts

2 – 3 business days after placing order

Contract Packaging Trends and Forecast

The future of the global contract packaging market looks promising with opportunities in the personal care, pharmaceutical, and CBD product markets. The global contract packaging market is expected to reach an estimated \$117.2 billion by 2031 with a CAGR of 8.2% from 2025 to 2031. The major drivers for this market are increased demand for outsourcing packaging needs, rising focus on cost efficiency and supply chain optimization, and a growing trend towards product customization and flexible packaging solutions.

Lucintel forecasts that, within the type category, glass container is expected to witness the highest growth over the forecast period.

Within the application category, pharmaceutical is expected to witness the highest growth.

In terms of region, APAC is expected to witness the highest growth over the forecast period.

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Emerging Trends in the Contract Packaging Market

The contract packaging market is evolving as it adapts to consumer demand for convenience, sustainability, and speed. Technological innovations and environmental concerns are key drivers, along with increasing globalization and e-commerce growth. Packaging firms are under pressure to offer more customized solutions, streamline processes, and implement eco-friendly practices, reshaping the market landscape.

Sustainability and Eco-Friendly Packaging: There is a growing demand for sustainable packaging solutions, including recyclable, biodegradable, and reusable materials. Governments and consumers are pushing for more eco-friendly packaging options, forcing contract packaging firms to reduce plastic waste and adopt greener alternatives.

Automation and Digitalization: Automation, artificial intelligence (AI), and robotics are transforming the contract packaging industry. Firms are adopting these technologies to reduce labor costs, increase speed, and improve packaging precision, which is crucial for industries like e-commerce and food packaging.

Smart Packaging Solutions: The rise of the Internet of Things (IoT) has introduced smart packaging, enabling better product tracking, customer engagement, and enhanced security. This trend is particularly important in sectors such as pharmaceuticals and electronics, where product integrity is crucial.

Customization and Personalization: As consumers increasingly demand personalized products, packaging solutions are shifting towards customization. Companies are offering packaging that enhances brand identity, such as custom labeling and packaging designs, helping businesses differentiate themselves in competitive markets.

Globalization and E-Commerce Growth: As e-commerce continues to grow, so does the demand for efficient, scalable, and cost-effective packaging. The need for packaging that can handle direct-to-consumer shipments and last-mile delivery is increasing, pushing contract packaging companies to focus on flexibility and innovation in logistics.

These trends highlight how contract packaging is adapting to technological

advancements, consumer demands for sustainability, and the global growth of e-commerce. The industry is shifting towards more efficient, customized, and environmentally friendly solutions, driving innovation across regions.

Recent Developments in the Contract Packaging Market

Recent developments in the contract packaging industry have been driven by technology, sustainability, and consumer demand for faster, personalized products. These changes are reshaping the landscape of packaging services and prompting companies to invest in new technologies to meet evolving expectations.

Rise of Automation: Increased investments in automation technologies such as robotics and AI are revolutionizing packaging lines. Companies are automating repetitive tasks to reduce labor costs and improve efficiency. Automation is also improving packaging speed and precision, particularly in industries like food and pharmaceuticals.

Sustainability Initiatives: Many companies have committed to reducing their environmental impact by using recycled materials, minimizing waste, and adopting biodegradable or compostable packaging solutions. Sustainability initiatives are increasingly a key factor for securing contracts in industries like cosmetics, food, and beverages.

Technological Innovations: The development of smart packaging solutions, including packaging with sensors and IoT capabilities, is rapidly increasing. These innovations are used to monitor product conditions during shipping, provide consumers with real-time product information, and offer enhanced security features, particularly in pharmaceuticals and luxury goods.

Expansion of E-Commerce Packaging: With the explosion of online retail, packaging firms are focusing on scalable e-commerce solutions. This includes packaging that protects products during transit, is lightweight to reduce shipping costs, and can be easily customized for branding. This shift is prompting contract packaging firms to enhance their capabilities in handling smaller, faster deliveries.

Focus on Health and Safety Packaging: In the wake of the COVID-19 pandemic, there has been increased demand for packaging that ensures product safety and hygiene. Packaging companies are responding by developing tamper-

evident packaging, sterile packaging solutions for the food and pharmaceutical industries, and enhanced packaging for delivery services.

These developments show how the contract packaging market is transforming with the integration of automation, a stronger focus on sustainability, and an increasing demand for innovation in e-commerce and health-related sectors. This dynamic shift is driving companies to enhance their capabilities and adopt new technologies to stay competitive.

Strategic Growth Opportunities for Contract Packaging Market

As the contract packaging industry grows, several strategic growth opportunities have emerged across different applications. These opportunities are driven by technological advancements, increased demand for personalized and sustainable packaging, and the growth of global trade and e-commerce.

Sustainable Packaging Solutions: There is a significant opportunity for companies to invest in eco-friendly packaging solutions. Developing biodegradable materials, using recycled plastics, and implementing closed-loop systems can help companies meet environmental standards while appealing to eco-conscious consumers.

E-Commerce Packaging Innovation: As online shopping continues to grow, there is a need for efficient, cost-effective packaging solutions tailored for e-commerce. This includes lightweight materials, easy-to-open packaging, and custom packaging for branding, offering packaging firms a chance to partner with e-retailers.

Smart Packaging Development: With the rise of IoT and connected devices, smart packaging is a key area for growth. Companies that can offer intelligent packaging solutions, such as NFC-enabled labels, QR codes, and temperature-sensitive materials, will have a competitive advantage in markets like healthcare and food.

Health & Safety Packaging: As health and safety concerns continue to rise, particularly in the food, pharmaceutical, and cosmetics sectors, packaging firms have the opportunity to provide specialized packaging that ensures product safety, tamper-evidence, and hygiene. This demand will drive innovation in

packaging solutions for sensitive products.

Customization & Personalization: The demand for personalized products continues to rise, and packaging companies can offer customized solutions to enhance brand identity. Personalized packaging for direct-to-consumer shipments and customized branding experiences are growth areas that meet consumer preferences for unique and individualized products.

These strategic growth opportunities in sustainable, smart, and customized packaging solutions are helping companies stay competitive in the evolving contract packaging market. With increasing demand from e-commerce, health industries, and environmentally conscious consumers, packaging firms must innovate to capitalize on these growth areas.

Contract Packaging Market Driver and Challenges

The contract packaging market is shaped by a complex interplay of technological, economic, and regulatory factors. As companies demand more efficient, cost-effective, and sustainable packaging solutions, several key drivers, such as technological advancements and e-commerce growth, have emerged. At the same time, the industry faces challenges such as rising costs, environmental pressures, and evolving regulatory standards. These drivers and challenges are reshaping the landscape, pushing companies to innovate while maintaining operational efficiency and sustainability.

The factors responsible for driving the contract packaging market include:

E-Commerce Growth: The rapid expansion of e-commerce has increased demand for packaging solutions tailored for direct-to-consumer deliveries. Companies are seeking more efficient, cost-effective packaging to support fast shipping and brand differentiation. This driver has led to innovations in packaging materials, including lightweight, easy-to-handle designs that are also cost-efficient, further boosting the demand for flexible packaging solutions.

Technological Advancements (Automation and AI): The adoption of automation, robotics, and AI technologies is a major driver in the contract packaging market. These advancements help reduce labor costs, enhance packaging precision, and improve efficiency. With faster turnaround times and higher scalability, companies can respond to increasing demand and customer expectations,

making these technologies a critical factor for success in the industry.

Sustainability Demand: As consumer awareness around sustainability grows, packaging companies are under increasing pressure to adopt eco-friendly practices. This driver has led to the development of recyclable, biodegradable, and sustainable packaging materials. Packaging firms must align with these expectations or risk losing competitive advantage, as sustainability has become a key differentiator in the market.

Customization and Personalization: With a shift towards more personalized consumer experiences, customized packaging solutions are in demand. Packaging firms are now offering tailored solutions to meet consumer preferences, from branding to unique packaging designs. This demand for personalization has driven contract packaging companies to invest in more flexible, versatile systems capable of delivering bespoke solutions at scale.

Regulatory Compliance: Tighter regulations in industries such as food, pharmaceuticals, and cosmetics have pushed packaging firms to innovate. Stringent safety and labeling requirements are driving the demand for packaging solutions that comply with global standards. Companies must continually invest in ensuring their packaging is compliant, especially in highly regulated sectors, as non-compliance can lead to severe penalties and damage to brand reputation.

Challenges in the contract packaging market are:

Cost Pressure and Margins: Rising costs of materials, labor, and technology pose significant challenges for contract packaging companies. Consumers and businesses alike demand cost-efficient solutions, yet rising operational costs make it difficult to maintain profitability. To remain competitive, companies must balance cost-cutting measures with the need to deliver high-quality, sustainable packaging.

Supply Chain Disruptions: The contract packaging market is heavily reliant on global supply chains for sourcing materials and components. Recent disruptions, such as those caused by the COVID-19 pandemic and geopolitical tensions, have exposed vulnerabilities in the supply chain. Companies must find ways to mitigate risks and ensure the consistent availability of materials to maintain

operations.

Environmental Regulations: As governments worldwide tighten regulations around waste reduction and recycling, packaging companies face growing challenges in meeting these standards. The move towards a circular economy and the emphasis on reducing plastic waste require companies to adapt quickly, invest in sustainable materials, and develop packaging solutions that reduce environmental impact.

The contract packaging market is being driven by technological advancements, e-commerce growth, sustainability, and regulatory demands, with companies facing significant challenges related to rising costs, supply chain disruptions, and compliance with environmental standards. To stay competitive, companies must continue to innovate, optimize costs, and invest in sustainable solutions while navigating an increasingly complex regulatory landscape. These factors together are reshaping the industry and setting the stage for the future of contract packaging.

List of Contract Packaging Companies

Companies in the market compete based on product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. Through these strategies contract packaging companies cater to increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the contract packaging companies profiled in this report include-

Cardinal Health

CCL Industries

PCI Pharma Services

Sharp Packaging Services

Berlin Packaging

Tricorbraun

Pharma Packaging Solutions

Unicep Packaging

Baxter Biopharma Solutions

Jones Packaging

Contract Packaging by Segment

The study includes a forecast for the global contract packaging market by type, application, and region.

Contract Packaging Market by Type [Analysis by Value from 2019 to 2031]:

Glass Containers

Plastic Bottles

Blister Packs

Pouches

Others

Contract Packaging Market by Application [Analysis by Value from 2019 to 2031]:

Personal Care

Pharmaceutical

CBD Products

Others

Contract Packaging Market by Region [Analysis by Value from 2019 to 2031]:

North America

Europe

Asia Pacific

The Rest of the World

Country Wise Outlook for the Contract Packaging Market

The contract packaging market has evolved significantly due to the increasing global demand for cost-effective, flexible, and sustainable packaging solutions. The growth of e-commerce, along with changing consumer preferences for personalized and eco-friendly packaging, has transformed the industry. The United States, China, Germany, India, and Japan are key players in this market, with each country adapting to local demands and global trends. Recent developments highlight technological innovations, sustainability efforts, and the need for more efficient supply chain solutions.

United States: The U.S. remains a major hub for contract packaging, with companies focusing on automation, digitalization, and sustainability. Many U.S. firms have adopted advanced packaging technologies like smart packaging and recyclable materials to cater to consumer demand for eco-friendly solutions. E-commerce growth has driven a surge in demand for secondary and tertiary packaging services, with firms focusing on faster, more efficient packaging lines to meet quick delivery expectations and provide personalized branding for customers.

China: China's contract packaging sector is booming, driven by the rapid expansion of domestic and international e-commerce. The country is a major source of both manufacturing and packaging, with a significant focus on adopting automation and robotic technologies. Chinese contract packaging firms are investing in sustainable packaging solutions as regulatory pressure increases and demand for greener products rises. Packaging firms are also improving traceability through smart packaging technologies to address both consumer and regulatory demands for transparency and quality.

Germany: Germany is at the forefront of sustainability in the contract packaging industry, with companies implementing eco-friendly packaging solutions like biodegradable materials and zero-waste practices. As a key player in the European market, German firms are leveraging innovations in automation, robotics, and AI to boost efficiency. Companies are also focusing on reducing environmental footprints through renewable energy-powered packaging plants. Additionally, Germany's strong automotive and consumer electronics sectors heavily drive demand for precision and quality in contract packaging services.

India: India's contract packaging industry is rapidly expanding, fueled by increasing consumer demand, e-commerce growth, and government initiatives promoting manufacturing. Companies in India are investing in new technologies such as 3D packaging design and automation. While cost efficiency remains a driving factor, Indian companies are increasingly focusing on packaging materials that are both cost-effective and eco-friendly. With a growing middle class and an increase in packaged food consumption, India is becoming a key player in the global contract packaging supply chain.

Japan: Japan's contract packaging sector is heavily influenced by technology and efficiency. Companies are embracing automation, smart packaging, and advanced robotics to meet high standards of precision and quality. With Japan's aging population and demand for personalized consumer products, there is a shift towards packaging solutions that support convenience and sustainability. Moreover, the Japanese government's push towards reducing plastic waste is driving innovations in biodegradable and recyclable packaging solutions, positioning Japan as a leader in environmentally responsible packaging.

Features of the Global Contract Packaging Market

Market Size Estimates: Contract packaging market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2019 to 2024) and forecast (2025 to 2031) by various segments and regions.

Segmentation Analysis: Contract packaging market size by type, application, and region in terms of value (\$B).

Regional Analysis: Contract packaging market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different types, applications, and regions for the contract packaging market.

Strategic Analysis: This includes M&A, new product development, and the competitive landscape of the contract packaging market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

This report answers the following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the contract packaging market by type (glass containers, plastic bottles, blister packs, pouches, and others), application (personal care, pharmaceutical, CBD products, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat

do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

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