

# Liquid Packaging Market Report: Trends, Forecast and Competitive Analysis to 2030

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## Abstracts

2 – 3 business days after placing order

### Liquid Packaging Trends and Forecast

The future of the global liquid packaging market looks promising with opportunities in the food & drink, medicine, chemical, and cosmetic markets. The global liquid packaging market is expected to reach an estimated \$442.5 billion by 2030 with a CAGR of 4.8% from 2024 to 2030. The major drivers for this market are the increasing demand for convenient, on-the-go liquid consumption options, the expansion of the beverage industry, particularly in emerging economies, and the growing consumer preference for eco-friendly packaging materials.

Lucintel forecasts that, within the type category, rigid liquid packaging is expected to witness higher growth over the forecast period.

Within the application category, food & drink is expected to witness the highest growth.

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

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### Emerging Trends in the Liquid Packaging Market

The liquid packaging market is experiencing transformative changes driven by several emerging trends. These trends are shaping how packaging is designed, used, and disposed of, with a strong emphasis on sustainability, technology, and consumer preferences.

**Sustainable Packaging:** The push for sustainable packaging is gaining momentum across the globe. Companies are investing in materials that are biodegradable, recyclable, or made from renewable resources. This trend is driven by consumer demand for eco-friendly products and stringent regulatory requirements aimed at reducing environmental impact. Sustainable packaging helps companies reduce their carbon footprint and align with global environmental goals.

**Smart Packaging:** Smart packaging integrates technologies such as NFC, RFID, and QR codes to enhance consumer interaction and product tracking. This trend allows for real-time monitoring of product conditions, improves supply chain transparency, and offers personalized consumer experiences. Smart packaging also contributes to better inventory management and helps in combating counterfeiting.

**Lightweight Packaging:** The shift towards lightweight packaging materials is driven by the need to reduce transportation costs and environmental impact. Lighter packages require less energy and resources during production and distribution, leading to lower carbon emissions. This trend is also associated with the use of advanced materials and innovative designs that maintain product integrity while reducing weight.

**Refillable and Reusable Packaging:** Refillable and reusable packaging solutions are gaining traction as part of a broader move towards circular economy practices. This trend focuses on reducing single-use packaging and encouraging consumers to return packaging for refilling or reusing. This approach helps minimize waste and promotes sustainable consumption patterns, aligning with increasing environmental concerns.

**Advanced Recycling Technologies:** Advanced recycling technologies are emerging to address the limitations of traditional recycling processes. Innovations such as chemical recycling and improved sorting systems enhance the efficiency of recycling programs and enable the reuse of more complex

packaging materials. These technologies contribute to closing the loop in the packaging lifecycle and reducing the overall environmental impact.

These emerging trends are reshaping the liquid packaging market by driving sustainability, improving consumer engagement, and enhancing operational efficiency. The shift towards eco-friendly materials and technologies reflects a growing commitment to environmental responsibility, while innovations in smart and advanced packaging solutions are enhancing product functionality and consumer interaction.

### Recent Developments in the Liquid Packaging Market

The liquid packaging industry is undergoing significant changes due to advancements in technology, evolving consumer preferences, and regulatory pressures. These developments are reshaping how liquid products are packaged, distributed, and consumed.

**Increased Use of Recycled Materials:** There is a growing trend towards incorporating recycled materials in packaging. This shift helps reduce the reliance on virgin plastics and lowers the environmental impact of packaging production. Advances in recycling technologies and higher-quality recycled materials are making this more feasible. Companies are increasingly adopting these practices to meet consumer expectations and regulatory requirements.

**Adoption of Plant-Based Plastics:** Plant-based plastics are gaining popularity as an alternative to conventional petroleum-based plastics. These materials are derived from renewable resources and are designed to be more environmentally friendly. They offer similar performance characteristics to traditional plastics while reducing overall carbon footprint and dependence on fossil fuels.

**Integration of Smart Packaging Solutions:** Smart packaging solutions are being integrated to enhance functionality and consumer engagement. Technologies such as embedded sensors and digital labels allow for real-time tracking, condition monitoring, and interactive features. This innovation not only improves the consumer experience but also provides valuable data for supply chain management.

**Advances in Barrier Technology:** New advancements in barrier technology are improving the protection of liquid products. High-barrier films and coatings are

now more effective at preserving product freshness, extending shelf life, and preventing contamination. These technologies help maintain product quality and reduce spoilage, benefiting both manufacturers and consumers.

**Growth of Flexible Packaging:** Flexible packaging is becoming increasingly popular due to its versatility, cost-effectiveness, and reduced environmental impact. Innovations in flexible packaging materials and designs allow for better protection and convenience while minimizing waste. This trend supports the overall move towards more sustainable and efficient packaging solutions.

These recent developments are driving significant changes in the liquid packaging market. The emphasis on recycled and plant-based materials reflects a broader push towards sustainability. The integration of smart technologies and advancements in barrier and flexible packaging enhance product performance and consumer engagement. Overall, these developments are making the liquid packaging industry more efficient, sustainable, and aligned with contemporary consumer demands and environmental goals.

### Strategic Growth Opportunities for Liquid Packaging Market

The liquid packaging market presents significant growth opportunities driven by evolving consumer preferences, technological advancements, and increased environmental awareness. Key applications in this market such as beverages, personal care products, and pharmaceuticals—are experiencing shifts that create new avenues for expansion. Companies that leverage these growth opportunities can gain a competitive edge and meet the changing demands of consumers and regulatory bodies. Understanding these opportunities is crucial for capitalizing on market trends and driving future growth in the liquid packaging sector.

**Beverage Packaging:** The beverage packaging sector is witnessing substantial growth due to increasing demand for ready-to-drink (RTD) beverages and functional drinks. Innovations in lightweight and sustainable packaging materials, such as plant-based plastics and advanced barrier films, are enhancing product preservation and consumer convenience. Additionally, the rise of eco-conscious consumers is driving the adoption of recyclable and reusable packaging solutions. Companies investing in these technologies can meet evolving consumer expectations and gain a competitive advantage in the growing RTD beverage market.

**Personal Care Packaging:** In the personal care sector, there is a growing demand for packaging solutions that offer convenience, sustainability, and enhanced functionality. The shift towards eco-friendly materials and smart packaging, including pumps and dispensers that reduce waste, is creating growth opportunities. Brands are also focusing on premium packaging designs that enhance the consumer experience and align with sustainability goals. This trend offers opportunities for companies to innovate and differentiate their products in a competitive market.

**Pharmaceutical Packaging:** Pharmaceutical packaging is experiencing growth driven by advancements in tamper-evident and child-resistant packaging solutions. The rise in health awareness and the demand for over-the-counter (OTC) medications are fueling the need for packaging that ensures safety and extends shelf life. Innovations such as blister packs with improved barrier properties and intelligent packaging that monitors product conditions are enhancing the reliability and functionality of pharmaceutical products. Companies that invest in these technologies can cater to the increasing demand for safe and effective pharmaceutical solutions.

**Food Packaging:** Food packaging is evolving with a focus on extending shelf life and maintaining product quality. Advances in barrier technology and active packaging solutions, which include oxygen absorbers and moisture control, are critical for preserving freshness and reducing food waste. Additionally, the shift towards sustainable materials and packaging formats that reduce environmental impact is driving growth in this segment. Companies adopting these innovations can improve product shelf life and appeal to environmentally conscious consumers.

**Industrial Liquid Packaging:** The industrial liquid packaging segment is expanding with innovations in bulk packaging solutions that improve efficiency and reduce costs. Developments in flexible intermediate bulk containers (FIBCs) and large-capacity drums are facilitating the safe and cost-effective transportation of industrial liquids. The focus on durability, ease of handling, and recyclability is driving growth in this segment. Companies that enhance their industrial packaging solutions can better serve the needs of industries such as chemicals and oils, which require robust and efficient packaging solutions.

The strategic growth opportunities in liquid packaging across various applications are driven by technological advancements, consumer preferences for sustainability, and regulatory requirements. By focusing on innovations in beverage, personal care, pharmaceutical, food, and industrial packaging, companies can capitalize on market trends, enhance product offerings, and meet evolving consumer expectations. These opportunities are reshaping the liquid packaging market, offering avenues for expansion and competitive differentiation.

### Liquid Packaging Market Driver and Challenges

The liquid packaging market is influenced by a variety of factors, including technological advancements, economic conditions, and regulatory changes. Understanding these drivers and challenges is essential for navigating the market and identifying strategic opportunities. While technological innovations and changing consumer preferences drive growth, challenges such as regulatory pressures and cost considerations can impact market dynamics.

The factors responsible for driving the liquid packaging market include:

**Technological Advancements:** Innovations in packaging technologies, such as smart packaging and advanced barrier materials, are driving growth in the liquid packaging market. Smart packaging, which includes features like QR codes and sensors, enhances product tracking and consumer engagement. Advanced barrier materials improve shelf life and product safety. These technological improvements not only enhance functionality but also cater to consumer demands for convenience and sustainability, fueling market expansion.

**Growing Demand for Sustainable Packaging:** There is a rising consumer preference for eco-friendly and sustainable packaging solutions. Companies are increasingly adopting materials that are recyclable, biodegradable, or made from renewable resources. This shift is driven by environmental concerns and regulatory pressures aimed at reducing plastic waste. Embracing sustainable packaging helps companies meet regulatory requirements, attract environmentally conscious consumers, and differentiate themselves in a competitive market.

**Rising Health and Wellness Trends:** The growing focus on health and wellness is driving demand for packaging solutions that cater to this trend. In the beverage sector, there is increased interest in functional drinks and health-



oriented products, while the pharmaceutical sector sees growth in over-the-counter medications. Packaging innovations that enhance product safety, convenience, and shelf life align with these health and wellness trends, providing growth opportunities for companies in these sectors.

**Expansion of E-Commerce:** The rapid growth of e-commerce is influencing the liquid packaging market, as online shopping increases the demand for packaging solutions that ensure safe and secure delivery of liquid products. Packaging designed to withstand transportation and handling stresses, as well as packaging that enhances the unboxing experience, is becoming increasingly important. Companies that adapt their packaging solutions to e-commerce requirements can capture a larger share of the growing online retail market.

**Increasing Globalization:** Globalization is driving demand for liquid packaging solutions that cater to diverse markets and regulatory environments. Companies expanding into new regions need packaging that complies with local regulations and meets varying consumer preferences. This trend is leading to innovations in packaging design and materials that accommodate global distribution and enhance brand appeal across different markets.

Challenges in the liquid packaging market are:

**Regulatory Compliance:** Stringent regulations related to packaging materials, recyclability, and safety standards can pose challenges for companies in the liquid packaging market. Navigating complex regulatory requirements and ensuring compliance can be costly and time-consuming. Companies must invest in research and development to meet regulatory standards and avoid potential fines or market restrictions.

**Rising Raw Material Costs:** Fluctuations in the cost of raw materials, such as plastics and paper, can impact the profitability of liquid packaging companies. Rising material costs due to supply chain disruptions or increased demand can lead to higher production costs. Companies need to implement cost-control measures and explore alternative materials to mitigate the impact of rising raw material prices.

**Consumer Demand for Innovation:** Rapid changes in consumer preferences and expectations require continuous innovation in packaging solutions. Companies

face pressure to develop new and improved packaging that meets evolving demands for convenience, sustainability, and functionality. Keeping pace with these demands involves significant investment in research and development and may challenge companies to balance innovation with cost efficiency.

The liquid packaging market is influenced by several drivers, including technological advancements, sustainability trends, health and wellness focus, e-commerce growth, and globalization. However, challenges such as regulatory compliance, rising raw material costs, and the need for continuous innovation also impact the market. Addressing these drivers and overcoming challenges is crucial for companies to succeed and capitalize on growth opportunities in the dynamic liquid packaging industry.

#### List of Liquid Packaging Companies

Companies in the market compete on the basis of 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 liquid packaging companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the liquid packaging companies profiled in this report include-

International Paper

Tetra Pak International

Smurfit Kappa

Mondi

Weyerhaeuser

BillerudKorsnas

Sidel



## Liquid Packaging by Segment

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

### Liquid Packaging Market by Type [Analysis by Value from 2018 to 2030]:

Flexible Liquid Packaging

Rigid Liquid Packaging

### Liquid Packaging Market by Application [Analysis by Value from 2018 to 2030]:

Food & Drink

Medicine

Chemical

Cosmetic

Others

### Liquid Packaging Market by Region [Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

## Country Wise Outlook for the Liquid Packaging Market

The liquid packaging market has been evolving rapidly due to advancements in

technology, environmental considerations, and shifting consumer preferences. This sector, encompassing a wide range of materials and technologies, is seeing significant changes driven by sustainability goals, regulatory pressures, and innovative packaging solutions. As major markets like the United States, China, Germany, India, and Japan are adapting to these trends, their individual developments reflect broader global shifts in packaging practices.

**United States:** In the United States, the liquid packaging market has increasingly focused on sustainability. There has been a notable shift toward using recycled and recyclable materials, driven by consumer demand for eco-friendly products and stricter regulations on single-use plastics. Innovations such as plant-based bottles and advanced recycling technologies are becoming more common. Additionally, there is a growing emphasis on lightweight packaging to reduce transportation costs and carbon footprints.

**China:** China is witnessing significant growth in liquid packaging driven by its booming e-commerce sector and rising disposable incomes. The market is characterized by the rapid adoption of advanced technologies, including smart packaging solutions that incorporate IoT and QR codes for better consumer engagement and product tracking.

**Germany:** Germany remains a leader in the liquid packaging market with a strong focus on sustainability and circular economy principles. The country is advancing the use of eco-friendly materials and closed-loop systems that minimize waste and enhance recycling. Germany's emphasis on technological innovation is also evident, with developments in smart packaging solutions that improve product safety and traceability. German companies are increasingly collaborating with startups to integrate advanced technologies into packaging solutions.

**India:** In India, the liquid packaging market is expanding rapidly due to growing urbanization and increased consumer spending. Key developments include the rise of flexible packaging solutions and a shift towards more sustainable materials. There is a significant push for improving packaging infrastructure and logistics to support the burgeoning e-commerce sector. Companies are also investing in local manufacturing capabilities to meet the increasing demand for cost-effective and efficient packaging solutions.

**Japan:** The Japanese liquid packaging market is characterized by technological

sophistication and a focus on precision. Recent advancements include the development of high-barrier films and advanced bottle designs that extend product shelf life and enhance user convenience. Japanese companies are also leading in the integration of automation and robotics in packaging processes. Sustainability remains a key focus, with significant efforts towards reducing packaging waste and improving recyclability through innovative material solutions.

## Features of the Global Liquid Packaging Market

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

**Trend and Forecast Analysis:** Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

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

**Regional Analysis:** Liquid 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 liquid packaging market.

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

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

If you are looking to expand your business in this market or adjacent markets, then contact us. We have done hundreds of strategic consulting projects in market entry, opportunity screening, due diligence, supply chain analysis, M & A, and more.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the liquid packaging market by type (flexible liquid packaging and rigid liquid packaging), application (food & drink, medicine, chemical, cosmetic, 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?

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. GLOBAL LIQUID PACKAGING MARKET : MARKET DYNAMICS**

2.1: Introduction, Background, and Classifications

2.2: Supply Chain

2.3: Industry Drivers and Challenges

### **3. MARKET TRENDS AND FORECAST ANALYSIS FROM 2018 TO 2030**

3.1. Macroeconomic Trends (2018-2023) and Forecast (2024-2030)

3.2. Global Liquid Packaging Market Trends (2018-2023) and Forecast (2024-2030)

3.3: Global Liquid Packaging Market by Type

3.3.1: Flexible Liquid Packaging

3.3.2: Rigid Liquid Packaging

3.4: Global Liquid Packaging Market by Application

3.4.1: Food & Drink

3.4.2: Medicine

3.4.3: Chemical

3.4.4: Cosmetic

3.4.5: Others

### **4. MARKET TRENDS AND FORECAST ANALYSIS BY REGION FROM 2018 TO 2030**

4.1: Global Liquid Packaging Market by Region

4.2: North American Liquid Packaging Market

4.2.1: North American Market by Type: Flexible Liquid Packaging and Rigid Liquid Packaging

4.2.2: North American Market by Application: Food & Drink, Medicine, Chemical, Cosmetic, and Others

4.3: European Liquid Packaging Market

4.3.1: European Market by Type: Flexible Liquid Packaging and Rigid Liquid Packaging

4.3.2: European Market by Application: Food & Drink, Medicine, Chemical, Cosmetic, and Others

4.4: APAC Liquid Packaging Market

4.4.1: APAC Market by Type: Flexible Liquid Packaging and Rigid Liquid Packaging

4.4.2: APAC Market by Application: Food & Drink, Medicine, Chemical, Cosmetic, and Others

4.5: ROW Liquid Packaging Market

4.5.1: ROW Market by Type: Flexible Liquid Packaging and Rigid Liquid Packaging

4.5.2: ROW Market by Application: Food & Drink, Medicine, Chemical, Cosmetic, and Others

## **5. COMPETITOR ANALYSIS**

5.1: Product Portfolio Analysis

5.2: Operational Integration

5.3: Porter's Five Forces Analysis

## **6. GROWTH OPPORTUNITIES AND STRATEGIC ANALYSIS**

6.1: Growth Opportunity Analysis

6.1.1: Growth Opportunities for the Global Liquid Packaging Market by Type

6.1.2: Growth Opportunities for the Global Liquid Packaging Market by Application

6.1.3: Growth Opportunities for the Global Liquid Packaging Market by Region

6.2: Emerging Trends in the Global Liquid Packaging Market

6.3: Strategic Analysis

6.3.1: New Product Development

6.3.2: Capacity Expansion of the Global Liquid Packaging Market

6.3.3: Mergers, Acquisitions, and Joint Ventures in the Global Liquid Packaging Market

6.3.4: Certification and Licensing

## **7. COMPANY PROFILES OF LEADING PLAYERS**

7.1: International Paper

7.2: Tetra Pak International

7.3: Smurfit Kappa

7.4: Mondi

7.5: Weyerhaeuser

7.6: BillerudKorsnas

7.7: Sidel



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