

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

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## **Abstracts**

2 – 3 business days after placing order

### **Petfood Packaging Trends and Forecast**

The future of the global petfood packaging market looks promising with opportunities in the pet dog and pet cat markets. The global petfood packaging market is expected to reach an estimated \$16.1 billion by 2030 with a CAGR of 5.8% from 2024 to 2030. The major drivers for this market are the growing emphasis on secure & hygienic packaging for pet food products, the increasing number of pet owners, and the rising need for attractive & functional packaging to distinguish pet food brands.

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

Within the application category, a pet dog is expected to witness higher 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 Petfood Packaging Market**

The pet food packaging market has profoundly affected the way industry experts remain

competitive amid shifting consumer trends and increasing regulatory requirements. While pet owners across the globe have become more concerned about the sustainability and quality of products, the focus of packaging developments now emphasizes sustainable materials, convenience for the user, and better performance. These trends not only meet consumer needs but also facilitate new developments in packaging systems, altering the distribution and marketing of pet food products.

**Green Packaging:** Green packaging has emerged as a growing trend within the pet food market as consumers have become increasingly aware of environmental issues. Companies are using materials that are recyclable, compostable, or biodegradable to reduce their negative impact. This trend also relates to using renewable sources and reducing packaged waste. Eco-friendly packaging aligns with current trends and regulations while improving consumer preferences for brands and impacting their markets.

**Intelligent Packaging Technology:** Intelligent packaging technology is on the rise, with QR codes, NFC tags, and freshness indicators becoming standard. These technologies allow consumers to access detailed product information, including nutritional value and ingredient sourcing, as well as ensure product freshness. Therefore, active packaging has been the subject of much research due to its marketing and advertising potential, which brings added value to both the customer experience and the brand.

**Premium and Clear Packaging:** As advancements are made in packaging, the demand for premium pet food products increases. Clear packaging is becoming more popular as it helps build customer trust and promotes the brand's offerings. For premium brands, special packaging services are provided, featuring high-quality materials and refinement that appeal to high-class segments.

**Ease of Use:** There has been a growing market demand for convenience features in pet food packaging, such as resealable zippers, easy-pour spouts, and single-serve portions. These features are especially important for pet owners as they improve the usability of the product while minimizing spillage. This trend was also observed in e-commerce, where packaging was designed to be simple and functional for both shipping and storage.

**Cultural Sensitivity:** Managing and developing packaging that understands regional variations is becoming increasingly important as many companies seek

to sell to local markets. Furthermore, this trend also means that packaging design, shapes, and communication will be modified to align with the customs and traditions of the target countries. Customization works well for brands as it increases the chances of capturing local markets and broadening appeal in different countries.

These new trends are redefining the pet food packaging industry by considering consumer tastes, legal requirements, and advances in science and technology. The adoption of smart innovation has encouraged development as well as the type of services provided to consumers. Whether these trends will continue to shape the market in the future remains to be seen, but the position of the pet food packaging industry will continue to evolve.

### Recent Developments in the Petfood Packaging Market

The urgent issues, such as those posed by pet nutrition and food safety, have led to a revolution in pet food packaging. Significant changes in product designs and material properties are making products easier to use, more ecological, and more marketable. These trends in development approaches have been necessitated by the growth of the pet food market and are altering the way products are packaged, distributed, and consumed as they correspond with changes in consumer patterns and emerging industry benchmarks.

**Adoption of Eco-Friendly Materials:** In the contemporary realm of packaging, the adoption of eco-friendly materials for pet food containers in large proportions is one of the most recent changes. Most companies in the packaging industry are shifting toward recyclable, compostable, and degradable materials due to the need to ensure customers receive eco-friendly products and comply with regulations. This change not only minimizes the effect of packaging on the environment but also improves the image of the company in the eyes of the customer.

**Advances in Packaging Technology:** The evolution of technology, particularly in the field of packaging materials, is enhancing product preservation as well as convenience. Developments beneficial for the shelf life and freshness of products include vacuum-sealing, barrier films, and airless pumps that are especially suited for storing pet food. These technologies also help prevent contamination and maintain product quality, promising a superior experience for

consumers and enabling companies to ensure quality.

**Growth of E-Commerce Packaging Solutions:** Online pet food sales packaging solutions are primarily influenced by the growing trend of e-commerce.

Packages are being innovated with anti-theft features that make them easier to open while reinforcing the credibility of the product, whether in its content or packaging. Additionally, the increased functionality of the packages enhances customer satisfaction during product sales through online platforms and facilitates better logistics.

**Premium Packaging Designs:** The growth in premium pet food is spurring new developments in packaging design. High-quality materials, attractive finishes, and sophisticated designs are being used to stand out and target the premium market. Premium packaging helps display the value of the product but, perhaps more importantly, helps sell and showcase what is inside the packaging.

**Customization for Regional Markets:** In today's business environment, it is often not enough to create a general package for the average consumer and fill it with basic content, which is why region-specific packaging has become more popular. This entails changing packaging types, sizes, and messages that are tailored for specific regions. Geographical adaptation allows brands to reach different customer segments and increase their market presence.

Changes in pet food packaging design are attributed to changes within the industry and other forces, including sustainability, technology, and consumer trends. These developments are making products more useful, and less harmful to the environment, and contributing to the acceleration of online sales. As changes in the market promote advances in these developments, the creative process of innovating solutions for pet food packaging will improve.

### Strategic Growth Opportunities for Petfood Packaging Market

Identifying growth areas within crustacean food packaging serves as a strategic business growth area for organizations as changing consumer needs and market trends are addressed. New and advanced packaging materials, packaging designs, and packaging technologies are providing new avenues for improving the attractiveness, usability, and eco-friendliness of products. Such opportunities are critical for sustaining growth within the pet food packaging industry.

**Sustainable Packaging Solutions:** Sustainable packaging solutions remain an important area of growth, especially as consumers today are more environmentally conscious. Companies can sometimes obtain a competitive advantage by having a broader scope for introducing biodegradable, compostable, and recyclable packaging materials to relevant environmental requirements and consumer preferences. In addition to corporate social responsibility, sustainable packaging also generates positive business outcomes by building consumer trust and brand loyalty.

**Smart Packaging Technology:** Smart packaging technology creates growth opportunities through enhanced interaction with consumers and improvement of how products work. Information such as QR codes, NFC tags, and freshness monitoring systems adds value to a product while enhancing the user experience. Smart technology in packaging enhances the experience of interacting with a product, improves customer trust toward the products, and helps companies stand out in the competitive market.

**Packaging Innovations for E-Commerce:** The rise of e-commerce creates room for innovation in the ways packages are designed and manufactured for online sales, distribution, and logistics. Furthermore, the use of packaging that is strong, safe, and simple to open is useful to customers and mitigates logistical problems. Companies that create packages designed for e-commerce will be able to target the fast-growing online sector and boost their supply chain capabilities.

**Upscale and Personalized Packaging:** Upscale and personalized packaging targets premium and niche markets, thereby opening avenues for growth. Understanding the target market, using high-class materials, and offering unique designs with flexible features can capture the high-end market and create brand differentiation. Companies can position their products well in the market by packaging them in premium packaging systems, which is particularly important regarding the premium pet food market that is on the rise.

**Switching to a Local Market Selling Strategy:** Diversifying the place of sales by changing the packaging according to the region helps grow the company. Region-specific packaging in terms of sizes, graphics, and text makes it more appealing to the market and therefore increases the chances of success in that market. Targeted packaging markets can penetrate regional markets successfully, thereby expanding the company's scope of business.

Sustainability, market needs, and new technologies are the main forces driving strategic growth in pet food packaging. By exploiting these opportunities, companies can enrich their product range, increase consumer satisfaction, and strengthen their market share. To grow and retain a competitive advantage, industries in this sector will need to make the best use of such opportunities as they arise.

### Petfood Packaging Market Driver and Challenges

The pet food packaging market is driven by a set of factors and challenged by others that influence its growth and development. The industry's growth is fueled by technological breakthroughs, changes in consumer tastes and preferences, and government regulations, while the challenges include the need to reduce costs and concerns over environmental pollution. Grasping these factors is crucial for any new entrant into the market to strategize on how to cope with current competition while exploring new avenues for expansion.

The factors responsible for driving the pet food packaging market include:

**Technological Developments:** Increases in product functionality and shelf life are attributed to technological advancements in packaging materials and designs, which drive the market. Market expansion is also supported by innovations, including smart packaging and barrier film improvements that meet consumer needs for convenience and quality.

**Rising Pet Ownership:** The growing number of pet owners across the world is increasing the market for pet food products as well as pet food packaging products. As the number of pet owners rises, the demand for packaging that accommodates a variety of products and different types of consumers also increases, thereby expanding the market.

**Consumer Expectations for Sustainable Solutions:** The market for pet food packaging is largely fueled by consumers' positive attitudes toward sustainable packaging solutions. Brands using recyclable and compostable components align with environmental expectations and regulations, improving their image and attracting environmentally conscious clients.

**Growth of E-Commerce:** With the growth of e-commerce, the focus on



packaging design has shifted to durability and convenience, specifically for online sales. The provision of easy-to-open packaging and internal designs that protect the product from damage during transit has enhanced market growth and improved customer satisfaction.

Challenges in the pet food packaging market include:

**Cost Pressures:** There is constant cost pressure in the pet food packaging market, as it must balance affordability with quality and sustainability. Increased material and labor costs may dent profitability, making investments in packaging innovations less frequent.

**Regulatory Compliance:** Compliance with regulatory requirements is an uphill task, as these regulations frequently evolve with more stringent clauses related to safety, labeling, environmental concerns, etc. Such factors require companies to work closely to meet all customer needs and provide precise definitions for required packaging.

**Environmental Concerns:** There are still market factors that cannot be overlooked, such as the environmental impact of packaging waste and sustainability. Both brand equity and consumer and legal expectations must be met by addressing issues like plastic waste and resource conservation.

The pet food packaging market has several drivers along with an equally diverse range of challenges that impact its growth. The growth of technological innovations, the increase in pet ownership, and the demand for sustainable solutions promote the growth of the market, while cost pressures, regulations, and environmental issues pose barriers. Managing these factors effectively is key to achieving success in the market.

### List of Petfood 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 petfood packaging companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the petfood

packaging companies profiled in this report include-

Amcor

Mondi

Sonoco

Ardagh

CCL

Coveris

DS Smith

### Petfood Packaging by Segment

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

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

Plastic

Folding Cartons

Metal

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

Pet Dog

Pet Cat

Others



## Petfood 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 Petfood Packaging Market

The pet food packaging market is changing rapidly as companies respond to new consumer preferences, technologies, and regulatory challenges. Over the last few years, there has been a noticeable shift to the use of more eco-friendly packaging materials as society becomes more conscious of environmental protection and the need to follow regulations. Also, new developments in packaging technologies are increasing the usability and convenience of pet food products, aiming to meet the rising demand for premium and healthy pet foods. As the pet food market develops and expands into new regions, particular continental developments create evolution in packaging, reflecting the needs of the market and consumers.

**United States:** The pet food packaging market in the U.S. focuses more on sustainability and convenience. The latest trend appears to be the use of recyclable or compostable materials that brands are embracing in response to the growing demand for ecological options from consumers. In addition to this, packaging features such as resealable and easy-to-pour designs, which are among the newest technologies in the market, have improved the user experience. The increase in sales of high-quality pet food has also led to improvements in packaging, making use of designs that add value and nutritional benefits to the products. More consumers are also turning to the Internet, leading to more pet food sales online, further heightening the need for packaging solutions catering to e-commerce.

**China:** The market for the packaging of pet food products in China registered gains, which were a result of increasing pet ownership and the trend toward premiumization of products. Other new trends include the development of premium and visually striking packaging in response to the growing affluence of

the middle class and the desire to spend more money on pets. It has also been noted that there are additional trends toward localizing international and urban brands for the local market. At the same time, the market for packaging solutions is also changing with the introduction of more effective barrier coatings and vacuum packaging.

**Germany:** In Germany, the pet food packaging market shows a new dynamic with a greater focus on sustainability. Other recent developments include the use of biodegradable and recyclable materials, in line with the country's strong environmental protection laws and consumers' quest for greener products. Furthermore, demand for clear packaging to increase consumer confidence is becoming the norm. The market is also seeing an increasing incorporation of smart packaging systems, which feature freshness alarms, tamper-evident systems, and other innovations.

**India:** The pet food packaging market in India is developing toward affordability and ease of use. Recent developments include the emergence of low-cost packaging solutions targeting the value-conscious population. There is also a rising demand for resealable and portion-controlled packs to enhance the ease of use for end users. With the expansion of the pet food market, there are also developments in packaging solutions that provide protection against various environmental conditions and improve the quality of the product being packed.

**Japan:** The level of pet food packaging technology in Japan is noted for its soft yet stiff bags. Recent developments include the introduction of modern technologies and designs that not only extend shelf life but also enhance product protection. At the same time, the increasing demand for packaged food by Japanese pet owners is encouraging the use of smaller, more convenient packaging sizes for pets that are easier to handle. The marketing of pet food as wellness has increased the quality of packaging designed for the pet food market.

## Features of the Global Petfood Packaging Market

**Market Size Estimates:** Petfood 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:** Petfood packaging market size by type, application, and region in terms of value (\$B).

**Regional Analysis:** Petfood 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 petfood packaging market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape of the petfood 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 petfood packaging market by type (plastic, folding cartons, and metal), application (pet dog, pet cat, 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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