

China Liquid Packaging Market Assessment, By Material Type [Paper & Cardboard, Glass, Plastic, Metal and Rubber], By Product Type [Pouch, Bottles, Cans & Tins, and Others], By Packaging Type [Flexible and Rigid Packaging], By Packaging Technology [Pressure and Gravity Liquid Filling Machines, Pump Fillers, Overflow Fillers and Others], By End-user [Food and Beverages, Pharmaceutical, Consumer Goods, Chemicals, Industrial and Others] By Region, Opportunities, and Forecast, 2016-2030F

<https://marketpublishers.com/r/C11A79AFAC1FEN.html>

Date: February 2025

Pages: 126

Price: US\$ 3,300.00 (Single User License)

ID: C11A79AFAC1FEN

Abstracts

China Liquid Packaging Market size was valued at USD 96.3 billion in 2022, which is expected to grow to USD 163 billion in 2030 with a CAGR of 6.8% during the forecast period between 2023 and 2030. The packaging industry has seen extensive change over the last few decades, and the world's reliance on plastic materials has had a negative impact. Essential liquid items require spill-proof liquid packaging. Special liquid packaging options, such as liquids packing material, liquid bag packaging, and liquid pouch packaging, are available to safeguard the longer shelf lives of products, from juice to cooking oil.

China is now the world's second-biggest market for paper and paperboard. Paperboard is a common material in packaging. With its capacity to act as the canvas for flawless designs and eye-catching decoration, paper and paperboard have retained a strong place in luxury and premium packaging. Paper is far more appealing in luxury goods packaging because of features like laminations, distinctive coatings, and super

embossing and debossing effects. Superior strength and smoothness are additional features of these packaging materials. In addition, millennials' growing use of packaged beverages, including dairy products, soft drinks, and juices, is further expected to gain attraction in the market.

The Increasing Demand for Paper and cardboard Packaging Materials

Paper and cardboard are common materials in packaging. With its capacity to act as the canvas for flawless designs and eye-catching decoration, paper and paperboard have retained a firm place in luxury and premium packaging. Paper is far more appealing in luxury goods packaging because of features like laminations, distinctive coatings, and super embossing and debossing effects. Superior strength and smoothness are additional features of these packaging materials.

China is the world's largest producer and consumer of pulp and paper products. The country produced over 280 million tons of pulp and paper products combined and consumed over 230 million tons in 2022. Several global luxury packaging businesses are monitoring the Chinese market as China quickly becomes the world's largest consumer of luxury products.

Products in premium or customized packaging look more appealing and desired, encouraging customers to spend more on them. Many businesses offer customized paper solutions to enable the high-end positioning of luxury brands in the Chinese market. These packaging options are used to delicately design products like premium alcoholic beverages, soft drinks and energy drinks etc.

For instance, in October 2022, Fedrigoni, a prominent paper manufacturer, acquired Guarro Casas, specializing in producing fine papers for creative and binding applications. It is the market leader in high-added value finishing for luxury packaging, fine book covering, and security applications. This acquisition strengthens Fedrigoni's specialty papers business.

Surge in Demand for Liquid Packaging Cartoons Products

The widely used pack type in China is the liquid packaging carton, used in several end-use industries. But mainly in the food and beverage industry, such as Asian specialty drinks, fresh/pasteurized milk, and ready-to-drink (RTD) tea. By capitalizing on the significant demand for soy-based beverages and other Asian-style drinks, liquid cartons have the potential to expand. As a result, Chinese suppliers of liquid packaging cartons

are currently making significant market investments. These are cost-effective and lightweight. The risk of contamination is low, and the shelf life is longer for milk cartons. Liquid packaging market is growing majorly due to the dairy market's consistent growth, particularly in China. Benefits like long shelf life and lack of refrigeration aid the rise of cartons over conventional packaging techniques.

Impact of COVID-19

While increasing growth for other types of packaging, such as packaging for e-commerce shipments, which are emerging as lifelines in this new world, the coronavirus outbreak has already caused some of the most significant reductions in the supply of raw materials in recent times in demand for types of packaging. Many packaging companies are facing new difficulties due to these changes. Food and beverage packaging was also a source of additional plastics use in 2020, as take-away and e-commerce use significantly more single-use plastics than restaurant visits. According to the Organisation for Economic Co-operation and Development, an increase of around 15% has been estimated in the demand for food and beverage delivery services and associated plastics use. Supply chain disruptions significantly impact the packaging business.

Impact of Russia-Ukraine War

The production of plastic suppliers, converters, and the larger packaging industry is dependent on oil and gas. The quantities of oil and gas required to create plastic goods are difficult to quantify. However, supply chain interruptions, sanctions, and divestment due to the war significantly negatively impacted the business. Over 300 significant western corporations have withdrawn operations from the country due to the conflict, and numerous production and packaging facilities in both Russia and Ukraine have been shut down. Some businesses initially hesitated to halt operations, reducing or shutting them down since they were unsure when it would finish. The largest petrochemical (PET) facility in Ukraine, Karpatneftekhim, was among the facilities compelled to halt operations after martial law was proclaimed in February 2020.

Key Players Landscape and Outlook

The China Liquid Packaging Market is highly competitive, with a few major players dominating the market. These players are Dow Inc., Amcor Plc., Berry Global Inc., Liquibox Packaging Private Limited, Tetra Laval International S.A., Gerresheimer AG, Pact Group, Pactiv Evergreen Group Holdings Inc., Elopak ASA, Silgan Holdings Inc. These

companies have a strong brand presence, a vast distribution network, and a focus on innovation. They are constantly investing in research and development to develop new technologies and products that meet the needs of their customers.

In August 2022, Nippon Paint China, a market leader in coatings, and BASF introduced green packaging options for industrial use. For the packaging of building materials, they created water based Joncryl HPB dispersions, and they are bringing 'Paper Replacing Plastics' to reality in industrial packaging. 10,000 tons of paper bags are recycled annually in China's industrial packaging sector, saving thousands of tons of plastic.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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