

Consumer Packaged Goods Market by Product Type (Food & Beverages, Cosmetics & Personal Care Products, Household Care Products, Healthcare Products), Packaging Type (Rigid, Flexible), Packaging Material (Plastic, Metal, Paperboard, Glass), Distribution Channel (Supermarkets, Convenience Stores, E-commerce), and Region - Global Forecast to 2030

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Abstracts

The global market for consumer packaged goods is estimated to be valued at USD 3,450.12 billion in 2025 and is projected to reach USD 4,235.01 billion by 2030, at a CAGR of 4.2% during the forecast period. The consumer-packaged goods (CPG) industry is important in our everyday lives, covering items we consume daily food and drinks, personal care products, and home care items. As the tastes of consumers change with increasing demand for convenience, healthy food options, and eco-friendly packaging, businesses in the industry are continuously innovating to remain in the game. The industry is further influenced by increased digitalization, online shopping expansion, and demographic changes worldwide. With intense competition and changing consumer patterns, the CPG space remains evolving, presenting significant opportunities for growth, especially in the emerging markets and brands that focus on agility and customer-centricity.

“Paperboard segment is expected to be the significantly growing segment by packaging material of the consumer packaged goods market.”

Paperboard will be one of the fastest-growing segments of the consumer packaged

goods (CPG) category, driven by the latest innovations in eco-friendly packaging. The data's most recent milestone came in February 2025, when Tetra Pak launched India's first cartons from certified recycled polymers under the Plastic Waste Management (Amendment) Rules 2022, effective from April 2025. The innovation reflects strong circular package solution momentum by integrating recycled content into paperboard cartons in a direct manner. The Innovation Award at the India Packaging Excellence Awards has now concluded. Besides, in November 2024, Tetra Pak joined forces with Union Paper Mills (UPM) in the UAE to install the country's first carton package recycling line that will treat 10,000 tonnes annually. The paperboard-based recycling operation is in line with the UAE's Green Agenda 2030 and confirms the growing infrastructure for paper-based packaging. These developments combined signify a shift for the CPG market, where paperboard is not just gaining popularity as an environmentally friendly choice but also getting large-scale investment and government support.

"The rigid segment holds a significant market share in the packaging type segment of the consumer packaged goods market."

Rigid packaging is increasingly in demand in the consumer goods industry due to its durability, recyclability, and ability to protect products throughout storage and transport processes. Large corporations such as The Coca-Cola Company are also investing in environmentally friendly rigid packaging types such as glass bottles, aluminum cans, and PET plastic bottles. Coca-Cola's commitment to 35% to 40% recycled content in its primary packaging by 2035 and its goal to collect 70% to 75% of bottles and cans it places into the market reflect the trend of the industry toward rigid-packaging-based circular economy models. In 2023, the Coca-Cola company had a collection rate for bottles and cans was 62%, which shows the growth of infrastructure and policy support driving this demand. Having already 90% of its packaging being recyclable, Coca-Cola's design innovation efforts, material recycling, and collaborative collection models are a good example of how rigid packaging is becoming a cornerstone of sustainable packaging processes.

Europe holds a significant market share in the global consumer packaged goods market.

Europe holds a significant share of the consumer packaged goods (CPG) market, supported by a well-established retail system, evolving regulatory frameworks, and growing consumer attention to sustainability. The region's focus on reducing its environmental impact has had a significant impact on packaging innovation in the CPG

sector. One of the most significant developments that support this trend is the January 2025 collaboration between AeroFlexx, a global leader in eco-friendly liquid packaging, and Chemipack, a Polish blending and filling firm. This partnership represents a strategic move towards developing green packaging solutions in Europe. Through the installation of AeroFlexx's patented filling machinery at Chemipack's manufacturing facility, the collaboration increases local manufacturing effectiveness and enables instant deployment of green packaging formats. Chemipack's robust manufacturing capacity—over 100 million liters a year—and BRC certification further strengthen this project. Collectively, the firms will address increasing European demand for environmentally friendly liquid packaging, boosting the region's leadership in sustainable CPG practices and underpinning ongoing market growth.

In-depth interviews have been conducted with chief executive officers (CEOs), Directors, and other executives from various key organizations operating in the consumer packaged goods market:

By Company Type: Tier 1 – 25%, Tier 2 – 45%, and Tier 3 – 30%

By Designation: Directors– 20%, Managers – 50%, Executives- 30%

By Region: North America – 25%, Europe – 30%, Asia Pacific – 20%, South America – 15% and Rest of the World –10%

Prominent companies in the market include Procter & Gamble (US), Unilever (UK), Nestlé (Switzerland), The Coca-Cola Company (US), Danone (France), PepsiCo (US), Colgate-Palmolive Company (US), AB InBev (Belgium), Mondelez International (US), Reckitt (US), L'Oréal (France), The Kraft Heinz Company (US), General Mills, Inc. (US), Philip Morris Products S.A. (US), Kenvue (US), Henkel AG & Co. KGaA (Germany).

Other players include The Clorox Company (US), The J.M. Smucker Company (US), Kimberly-Clark (US), PepsiCo (US), Mars, Incorporated and its Affiliates (US), Beiersdorf (Germany), Nomolotus, LLC (US), Blueland (US), Ritual (US), HUM Nutrition Inc (US).

Research Coverage:

This research report categorizes the consumer packaged goods market by products

type (food & beverages, cosmetics & personal care products, household care products, health care products, others), packaging type (rigid, flexible, others), distribution channel (supermarkets/hypermarkets, convenience store, e-commerce, others) and region (north america, europe, asia pacific, south america, and rest of the world). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the consumer packaged goods market. A detailed analysis of the key industry players has been done to provide insights into their business overview, services, key strategies, contracts, partnerships, agreements, new service launches, mergers and acquisitions, and recent developments associated with the consumer packaged goods market. Competitive analysis of upcoming startups in the consumer packaged goods market ecosystem is covered in this report. Furthermore, industry-specific trends such as technology analysis, ecosystem and market mapping, and patent and regulatory landscape, among others, are also covered in the study.

Reasons to buy this report:

The report will help market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall consumer packaged goods and the subsegments. It will also help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (E-commerce expansion is fueling cpg growth by broadening consumer reach through online and omnichannel platforms), restraints (High cost of sustainable materials), opportunities (Technology integration in the cpg industry) and challenges (Challenges in meeting growing sustainability demands in the CPG industry) influencing the growth of the consumer packaged goods market.

New service launch/Innovation: Detailed insights on research & development activities and new service launches in the consumer packaged goods market.

Market Development: Comprehensive information about lucrative markets – the report analyzes the consumer packaged goods market across varied regions.

Market Diversification: Exhaustive information about new services, untapped geographies, recent developments, and investments in the consumer packaged goods market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, brand/product comparison, and product footprints of leading players such as Procter & Gamble (US), Unilever (UK), Nestlé (Switzerland), The Coca-Cola Company (US), Danone (France), and other players in the consumer packaged goods market.

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