

Health & Hygiene Packaging Market by Product Type (Films & Sheets, Laminates, Bags & Pouches, Bottles & Jars, Sachets, Labels, Tubes, Boxes & Carton), Form, Shipping Form, Structure, End-user Industry, and Region - Global Forecast to 2028

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Abstracts

The market for health & hygiene packaging is approximated to be USD 110.9 billion in 2023, and it is projected to reach USD 148.0 billion by 2028 at a CAGR of 5.9%. The increasing demand for health and hygiene packaging is driven by heightened global awareness regarding personal well-being and hygiene standards. The surge in health-conscious lifestyles amplifies the need for packaging solutions that convey safety and cleanliness. Furthermore, regulatory emphasis on stringent hygiene practices contributes to the rising demand for packaging formats such as films & sheets, bottles & jars, and tubes.

“By Product Type, Bags & Pouches accounted for the third highest CAGR during the forecast period.”

The bags & pouches market in personal care is experiencing significant growth driven by consumer preferences for convenient and portable packaging. These flexible solutions offer practicality for on-the-go lifestyles, making them popular for personal care products. The demand for innovative and user-friendly packaging designs has propelled manufacturers to explore diverse materials and shapes. With a focus on aesthetics and functionality, bags & pouches enhance product visibility on shelves and contribute to brand differentiation. Additionally, the rise of e-commerce further fuels the demand for flexible and lightweight packaging, emphasizing the versatility and adaptability of bags & pouches in the dynamic personal care market.

“By Form, Flexible packaging accounted for the highest CAGR during the forecast period.”

Flexible packaging products are made up of various raw materials such as plastic, paper, and metal. Plastic flexible packaging products, such as films, and pouches are used for packing various ranges of products such as ketchup, soaps, detergents, , chocolate, snacks, namkeencandies, and other food items. The flexible plastic packaging market is expanding at a higher rate than its counterpart, rigid plastic packaging, serving a variety of functions from maintaining food safety to increasing shelf life and to offering barrier protection from pathogens and heat and other external entities.

“By Shipping Form, Secondary accounted for the second highest CAGR during the forecast period.”

Secondary packaging in the hygiene packaging market plays a pivotal role in ensuring the integrity and presentation of hygiene products. This layer of packaging, which includes boxes, cartons, and other outer coverings, provides an additional protective barrier during transportation and storage. It enhances the visibility of products on retail shelves, aids in brand differentiation, and contributes to overall product hygiene.

“By End Use Industry, Home Care packaging accounted for the second largest market share during the forecast period.”

The home care packaging market is witnessing substantial growth propelled by evolving consumer preferences and industry dynamics. Growing awareness of hygiene and cleanliness is driving the demand for home care products, leading to an increased need for packaging. The surge in e-commerce and the popularity of convenient packaging formats are additional factors contributing to the expansion of the home care packaging market.

“Asia Pacific is projected to account for the highest CAGR in the health & hygiene packaging market during the forecast period.”

The Asia Pacific region is witnessing the most rapid growth in the flexible packaging market. Encompassing countries like India, China, Japan, Australia, South Korea, and the Rest of Asia Pacific, this region is expected to see a surge in flexible packaging demand. India, China, and Japan, in particular, are poised for growth due to ongoing developmental activities and swift economic expansion. Furthermore, escalating

urbanization in these nations is creating a substantial customer base for food, beverages, and FMCG products, contributing significantly to the projected growth of the health & hygiene packaging market in the forecast period.

By Company Type: Tier 1: 40%, Tier 2: 30%, and Tier 3: 30%

By Designation: C-level Executives: 20%, Directors: 10%, and Others: 70%

By Region: North America: 20%, Europe: 30%, Asia Pacific: 30%, South America: 10%, and Middle East & Africa: 10%

Companies Covered: Berry Global (US), Amcor Plc (Switzerland), WestRock (US) and Kimberly Clark (US) are some of the established players in the health & hygiene packaging market.

Research Coverage

The market study covers the Flexible Packaging market across various segments. It aims at estimating the market size and the growth potential of this market across different segments based on application, packaging type, material, and region. The study also includes an in-depth competitive analysis of key players in the market, their company profiles, key observations related to their products and business offerings, recent developments undertaken by them, and key growth strategies adopted by them to improve their position in the flexible packaging market.

Key Benefits of Buying the Report

The report is expected to help the market leaders/new entrants in this market share the closest approximations of the revenue numbers of the overall flexible packaging market and its segments and sub-segments. This report is projected to help stakeholders understand the competitive landscape of the market, gain insights to improve the position of their businesses, and plan suitable go-to-market strategies.

The report provides insights on the following pointers:

Analysis of drivers (the rising demand for flexible packaging in personal care & home care), restraints (recycling of health & hygiene packaging products), opportunities (growing demand for sustainable packaging) and challenges (swift technological advancements in the health & hygiene packaging) influencing the

growth of health & hygiene packaging market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and mergers & acquisitions in the health & hygiene packaging market.

Market Development: Comprehensive information about lucrative emerging markets — the report analyzes the markets for health & hygiene packaging market across regions.

Market Diversification: Exhaustive information about new products % services, untapped geographies, recent developments and investments in the health & hygiene packaging market

Market Penetration: Comprehensive information on the health & hygiene packaging market offered by top players in the global market.

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the health & hygiene packaging

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