

# Europe Consumer Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Europe Consumer Packaging Market size is estimated at USD 168.84 billion in 2024, and is expected to reach USD 206.11 billion by 2029, growing at a CAGR of 4.07% during the forecast period (2024-2029).

### Key Highlights

Technological innovations, sustainability trepidations, and attractive economics are the factors driving the growth of consumer packaging. Packaging plays a crucial role in the consumer goods industry in making the product appealing to the potential buyer and delivering products to the consumer that are sufficiently sophisticated, safe, convenient, and appropriate.

Plastic packaging has become popular among consumers, as it is lightweight and unbreakable, making it easier to handle. Even significant manufacturers prefer plastic packaging, owing to the lower cost of production. Moreover, introducing polymers, such as polyethylene terephthalate (PET) and high-density polyethylene (HDPE), expands plastic packaging applications. However, reducing the amount of environmentally harmful polymers used in packaging is one of the most researched areas in the consumer packaging market.

Furthermore, the European Union is pioneering the plastic market with its drive toward circular economy principles. It is mainly focused on plastic waste, as the high-volume, single-use item plastic packaging has come under scrutiny. Multiple strategies are being advanced to address this issue, including substituting alternative materials, investing in the development of bio-based plastics, designing packaging that is easier to process in

recycling, and improving the recycling and processing of plastic waste.

The raw materials market continues to be under considerable strain. Market demand remains high, coupled with reduced supply, and this continues to keep material prices at rates never previously seen across Europe. Recycled plastic prices fluctuate due to changes in demand, which can be attributed to the price of virgin plastics. Demand for recycled plastic will increase in times of higher prices for virgin plastic, leading to its increased cost.

## Europe Consumer Packaging Market Trends

### The Cosmetics Segment is Anticipated to Witness Significant Growth

The shift toward e-commerce growth reflects the expansion of order mix, greater complexity, and more packaging diversity. Labor and seasonality also affect the ability of fulfillment operations to meet orders, complicating packaging and resulting in increased damages. Furthermore, network shipping constraints and rising costs are expected to continue. More customization and unique solutions may be needed to compete effectively and achieve customer loyalty.

The potential market for organic and natural cosmetic products is currently in Europe, driven by the shifting consumer preferences toward the beauty industry throughout time. According to a poll by Global Web Index on more than 2,300 web users from the United Kingdom who routinely purchase organic and natural cosmetics, 80% of them do so out of concern for their health and the environment. The European cosmetics market is anticipated to flourish going forward and hold onto its top spot in the next years due to its big consumer base.

The European Tube Manufacturers Association (ETMA) indicated market stability in the first half of 2023. Positive development was observed in demand from the cosmetics and dental care markets, with an increase of about 2% each. In terms of sustainable progress within the tube market, it is evident that the quantities required for plastic tubes cannot be achieved through mechanical recycling of used plastic packaging alone. In addition, the challenging political and economic backdrop persists. Even though there is a notable decrease in incoming orders, the order backlog remains substantial. The market outlook for the latter half of the year is uncertain, as alleged by ETMA.

According to IKW, a provider of in-depth shopper and consumer insights, in 2023, body care products generated a revenue of roughly USD 17.49 billion in Germany compared

to 2017, which was around USD 14.96 billion. With a rising demand for body care products, there will be a corresponding increase in the demand for cosmetic packaging. Packaging is a crucial aspect of cosmetic products, and as the consumption of body care products grows, manufacturers will require more innovative and appealing packaging solutions.

## Poland to Witness Significant Market Growth

Poland is one of the significant markets for European consumer packaging vendors. This is due to the high rate of investment in advanced and innovative packaging across its various end-user industries and the country's growing focus on lightweight, portable, flexible, and environment-friendly packaging.

The country has witnessed multiple investments by various market players and the rising demand for consumer packaging in various industries, such as food and beverages.

The earlier capacity of UFlex's packaging films plant in Poland was 30,000 TPA, and an additional 10.4-m BOPET line of 45,000 TPA has been commissioned, making UFlex's subsidiary Flex Films one of the largest BOPET manufacturers in the European Union.

Many Polish packaging companies are also expanding their geographical presence by opening new manufacturing units, which is expected to boost the scope of the region's flexible packaging market. For instance, Plast-Box Group, one of Poland's and Europe's prominent plastic packaging producers, opened a new warehouse and logistics center near Warsaw with an area of over 3,800 sq. m.

According to Eurostat, the revenue from manufacturing plastic packing goods in Poland is projected to amount to approximately USD 6.29 billion by 2025. Increased production of plastic packaging goods in Poland will lead to better integration within the supply chain. This will result in more efficient manufacturing processes, reduced costs, and improved overall supply chain management, benefiting the entire European consumer packaging market.

## Europe Consumer Packaging Industry Overview

The consumer packaging market in Europe is fragmented due to the presence of many vendors. This report offers information about the competitive environment among players in this market and analyzes key consumer packaging companies and their products.

In April 2024, International Paper announced the acquisition of DS Smith to form a distinct corrugated packaging enterprise with a strong presence in North America and Europe. The agreement aims to create a company primarily generating revenue from environmentally friendly fiber-based packaging, constituting around 90% of its total revenue.

In October 2023, Tetra Pak announced the introduction of a range of innovative postbiotic food solutions through its collaboration with AB Biotek Human Nutrition & Health. Postbiotics can be integrated with food processing in a powder form at the mixing stage of ultra-high temperature (UHT) products, such as beverages, dairy products, ice cream, and cheeses.

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