

Europe Plastic Bottles And Containers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Europe Plastic Bottles And Containers Market size is estimated at USD 35.18 billion in 2024, and is expected to reach USD 42.53 billion by 2029, growing at a CAGR of 3.87% during the forecast period (2024-2029).

Plastic bottles and containers made of plastics, such as polyethylene terephthalate, polypropylene, and polyethylene, are widely used for bottles and containers. Plastic materials are lightweight and unbreakable, making them easier to handle. Even manufacturers prefer to use plastic packaging, owing to the lower cost of production. The cost-effective nature and dependence on packaged, processed food and various beverages will influence the plastic bottles and containers market during the forecast period.

Key Highlights

Plastics have been increasingly adopted due to their lightweight properties because lightweight plastic packaging can preserve energy in transporting packed goods and lower emissions. The lightweight properties of plastic are the primary advantage of expanding the market. Compared to other materials, such as glass, which is much heavier than plastic, more trips are required while transporting.

Plastic bottles and containers are made of various raw plastic materials, and polyethylene terephthalate (PET) ones are preferred owing to their durability, versatility, and cost-effectiveness. As the end-user industries, such as food, beverage, and pharmacy, expand in Europe and innovate, the need for plastic bottles and container packaging also increases. The industry's introduction of new drinks with different flavors

and packaging formats will continually encourage the need for rigid plastic bottles.

Further, the use of plastic bottles in the beverage sector is widely witnessed, owing to the never-ending need for bottled water and non-alcoholic beverages. The need for bottled water is attributed to specifically high-quality drinking water, owing to the fear of diseases due to drinking polluted tap water and the ease of portability and comfort provided by bottled water.

Additionally, according to a study by the European Commission, PET bottles and their lids are some of the most widely found items in ocean debris. Moreover, the European Council adopted new rules within the European Union that may restrict the use of many single-use plastic items and introduce recycling targets.

With growing concerns about plastic pollution, manufacturers and consumers are also inclining themselves toward other packaging materials that offer environment-friendly properties. The consumption of aluminum and glass might witness rising adoption rates owing to their eco-friendly nature and high recyclability.

Europe Plastic Bottles And Containers Market Trends

The Beverages Segment is Expected to Hold a Significant Market Share

The beverage industry is witnessing significant growth, driving the studied market's growth. Plastic containers and bottles are becoming popular in the beverage industry. This would further encourage manufacturers to produce bottles for beverages and other end-user industries. Therefore, lightweight packaging has become essential in driving the packaging industry due to its economic and environmental benefits. Plastic bottles and container packaging are lightweight, so they can save energy when transporting packed goods. Less fuel is consumed, and there are lower carbon emissions and lower costs for distributors and retailers.

According to the British Soft Drink Association Annual Report 2023, the consumption of bottled water in the United Kingdom accounted for 2,813 million liters in 2022, and plastic bottles account for around 65% of the total bottled water consumption. The increasing consumption of bottled water is expected to drive the sales of rigid plastic bottles for the beverage segment in the country.

Plastic bottles have a significant share among other beverage products in the country

due to their cost-effective and barrier properties. Plastic bottle packaging accounts for around 68% of the total soft drinks consumed, whereas 53% of the total carbonated drink consumption, 95% of the total dilutable consumption, and 42% of the total sports and energy drink consumption, according to the British Soft Drink Association report.

Further, the growing adoption of sustainability initiatives across the value chain in the European plastics bottles market, including using sustainable raw materials like bioplastics and incorporating recycled content in the product line, fosters innovations. The Single-Use-Plastic Directive's dual targets of 25% recycled content usage in beverage bottles by 2025 and 30% by 2030 are poised to catalyze a transformative shift in the plastic beverage bottle industry. This goal demands immediate action, pushing manufacturers to invest in innovative recycling technologies, and indicates a long-term commitment to sustainability.

Moreover, the growing consumption of beverages directly impacts the need for plastic bottles and containers for various drinks like bottled water, carbonated soft drinks, and milk. The per capita consumption of soft drinks in Germany increased steadily from 114.7 liters in 2020, and it will reach 124.9 liters in 2023; this increase in the consumption of soft drinks in Germany shows the high-end market for plastic bottles and containers.

Germany is Expected to Witness Significant Growth

Germany is increasingly adopting plastic packaging solutions, owing to the several developments in the country by the solution providers and different end users. The typical consumer perception of "Made in Germany" goods has provided a better performance space for the flexible packaging companies in the region.

The government of Germany has introduced several stringent regulations for the plastics packaging industry in Germany. While PET bottles are standard in multiple segments, beverages, cosmetics, sanitary products, and detergents are predominantly sold in polyethylene (PE) bottles.

Rising cosmetic and beauty product consumption in Germany and rising sophisticated plastic packaging technology innovation are expected to drive the market. Plastic is a lightweight, low-cost, and flexible option with hygienic qualities and is most suited to cosmetics with a shorter shelf-life. Plastic bottles are widely used in the cosmetic and

personal industry as they are transparent, airtight, and easy to mold with compressive strength. Plastic bottles made of PET plastic can improve the appearance image of high-end cosmetics. Thus, the bottle segment is expected to grow widely in the cosmetics industry.

PET is often used for plastic bottles and jars. It is suitable for aggressive cosmetics, whereas polyvinyl chloride (PVC) is generally avoided, as it can attack and disfigure the material. PVC can also contain hazardous ingredients. Various applications in the study are skin care, hair care, oral care, makeup products, deodorants and fragrances, and other applications.

Germany has an intense beauty and personal care industry market and is growing swiftly. The market value was USD 14722.9 million in 2021, reaching USD 17156.9 million in 2023. This growing market of personal care in Germany makes the region a significant market for plastic bottle and container growth.

Europe Plastic Bottles And Containers Industry Overview

The market studied is fragmented, with some significant players such as Alpha Group, Amcor PLC, Gerresheimer AG, Berry Global Inc., Plastipak Holdings Inc., and Graham Packaging Company LP. These companies increase their market shares by launching new products and forming partnerships and mergers. Some of the recent developments are:

April 2023 - Amcor Group GmbH, one of the global leaders in developing and producing responsible packaging solutions, launched a one-liter polyethylene terephthalate (PET) bottle for carbonated soft drink (CSD) use that is made from 100% post-consumer recycled (PCR) content. The company is adding this one-liter CSD 100% PCR bottle to an expanding stock portfolio of responsible packaging made from recycled content.

October 2023 - Berry Global Group launched a rPET bottle for luxury water brand NEUE. Berry Global supplies 100% recycled PET bottles for new luxury artesian mineral water.

October 2023 - Plastipak and PVG Liquids developed a 375g preform for a lightweight, 20-litre stackable container expected to reduce PET usage by 500 tons in the upcoming years and eliminate around 200 tons of CO2 emissions annually.

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Contents

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

- 4.1 Market Overview
- 4.2 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Consumers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Threat of Substitute Products
 - 4.2.5 Intensity of Competitive Rivalry
- 4.3 Industry Value Chain Analysis

5 MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Increasing Adoption of Lightweight Packaging Methods
 - 5.1.2 Changing Demographic and Lifestyle Factors
- 5.2 Market Restraints
 - 5.2.1 Growing Environmental Concerns Over the Use of Plastics

6 MARKET SEGMENTATION

- 6.1 By Raw Material
 - 6.1.1 Polyethylene Terephthalate (PET)
 - 6.1.2 Polypropylene (PP)
 - 6.1.3 Low-density Polyethylene (LDPE)
 - 6.1.4 High Density Polyethylene (HDPE)
 - 6.1.5 Other Raw Materials
- 6.2 By End-user Vertical

6.2.1 Beverages

6.2.1.1 Bottled Water

6.2.1.2 Carbonated Soft Drinks

6.2.1.3 Milk

6.2.1.4 Other Beverages

6.2.2 Food

6.2.3 Cosmetics

6.2.4 Pharmaceuticals

6.2.5 Household Care

6.2.6 Other End-user Verticals

6.3 By Country***

6.3.1 United Kingdom

6.3.2 Germany

6.3.3 France

6.3.4 Spain

6.3.5 Italy

7 COMPETITIVE LANDSCAPE

7.1 Company Profiles

7.1.1 Amcor Group GmbH

7.1.2 Gerresheimer AG

7.1.3 Plastipak Holdings Inc.

7.1.4 ALPLA Group

7.1.5 Berry Global Inc.

7.1.6 Alpha Packaging Inc.

7.1.7 Graham Packaging

7.1.8 Resilux NV

7.1.9 Greiner Packaging International GmbH

7.1.10 Comar LLC

8 INVESTMENT ANALYSIS

9 FUTURE OF THE MARKET

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