

Molded Pulp Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Molded Pulp Packaging Market size is estimated at USD 5.20 billion in 2024, and is expected to reach USD 5.66 billion by 2029, growing at a CAGR of 5.66% during the forecast period (2024-2029).

Rapidly growing demand for convenient and sustainable packaging alternatives, ongoing development of molded fiber products that are more competitive as a plastic alternative, and increasing orders from electronics, food packaging, and healthcare sectors are some of the primary drivers of the molded pulp packaging market.

Key Highlights

As end-user industries such as consumer electronics are witnessing high demand, sustainable packaging products are increasingly used as a protective layer for transporting, benefiting in protection and not causing environmental damage. Moreover, the molded pulp can make several products, such as end caps, clamshell containers, trays, plates, and bowls.

The expanding egg consumption and production in various economies globally drove the demand for the market studied. In fact, according to PrintWeek, the global consumption of eggs is expected to be nearly 10.3 kg/person by the end of 2030. There is a need to have a sturdy packaging tray that can hold multiple eggs, eventually paving the way for molded pulp packaging.

Molded pulp packaging offers considerable cost savings that can help corporate sustainability goals. Molded pulp packing costs are kept low using inexpensive and

reliable raw materials. As most of the plastic and foam packaging is made from petroleum, the price fluctuates according to changes in oil prices. Natural fibers and post-consumer paper products are used to make molded pulp packaging, which is widely available and affordable.

Total fiber availability is a concern in the paper industry. Imports increased to 3 million tons, and governments of several countries have adopted import laws and restrictions and increased tariffs and excise levies. Due to a recent container shortage, international liners have raised their prices. The rate for transporting waste papers in a 40-foot container has increased from USD 2,800 to USD 3,600. It was formerly under USD 1,600-1,800.

Molded Pulp Packaging Market Trends

Food Packaging to Hold Significant Market Share

Molded pulp products are increasingly used in the food-related sector to replace plastics and meet the growing demand for eco-friendly and sustainable products. Applications for the food market are subject to strict standards and must comply with them. In addition to some basic strength specifications, such as tensile and thermal qualities, improved barrier properties are crucial for materials in the food market sector.

The food packaging products made of molded pulp include clam-shell and takeout meal containers, egg trays and cartons, and fruit, vegetable, berry, and mushroom trays. The majority of the food packaging items on the market utilize trays. Molded paper pulp packing offers the best protection for delicate or fragile goods like eggs. Due to its dependability, the producers and retailers suffer fewer losses and damages. Egg trays are protective packaging and are made using recycled newspapers.

Molded pulp and fiber trays offer good air permeability and hygroscopic ability, which are essential in egg packaging and storage. Moreover, the demand for trays is predicted to rise due to expected increases in egg and fruit consumption, as well as advantages such as low weight and recyclability. The demand for egg packaging trays is significant. The growing consumption of eggs shows the trend of molded pulp for egg tray packaging. For instance, in Germany, per capita consumption of eggs has increased from 14.40 kilograms in 2021 to 14.60 kilograms in 2023.

The packaging must have barrier qualities that reduce the exchanges of gases and water vapor between the food and the environment to slow down food's chemical,

physical, and microbiological changes. As a result, for materials intended for food-related product packaging, the permeability to water vapor and oxygen are crucial properties to consider.

Asia-Pacific to Witness Significant Growth

China has been the world's largest importer of wood pulp in recent years, according to the Food and Agriculture Organization (FAO). The country is witnessing a growing demand for molded pulp packaged products for end-users, such as food service, food packaging, healthcare, FMCG, and electronics. It is further expected to drive the developed pulp packaging market.

The joint proposal from the Reform Commission of China's National Development and the Ministry of Ecology and Environment prohibits the sale of disposable foam tableware, disposable plastic cotton swabs, and the production of daily chemical products containing plastic beads. Under the new situation of widespread implementation of the plastic ban and restriction, pulp molded products will become the main substitute after the "plastic restriction order" due to their excellent environmental protection and degradability.

The food service disposable industry, which demands virgin pulp for manufacturing packaging products, such as clamshells, trays, cups, etc., that come in close contact with food items, has been experiencing substantial growth over the last few years. In India, most virgin pulp used in food service is derived from non-wood sources, such as bagasse and rice straw. According to Nirmal Bang, India's organized food services industry will reach a market value of over INR 2.3 trillion (USD 28.02 billion) in 2025.

The significant shift to sustainable packaging, consumer preference for eco-friendly packaging solutions, and environmental and health concerns over how manufacturers pack their products are expected to fuel the growth of the molded pulp packaging market in India.

Online grocery shopping and co-op food deliveries are Japan's two most significant food delivery segments (which use molded fiber packaging to protect food and groceries from external environment and moisture). However, the restaurant food delivery segment has expanded considerably in recent years as demand soared in response to mobility restrictions and safety concerns. The increase in online spending has seen a

shift in recent years, which is expected to aid the market's growth.

Molded Pulp Packaging Industry Overview

The molded pulp packaging market is fragmented due to the presence of several domestic and global players. The companies mainly offer customized solutions to meet customer requirements. Significant players use various strategies, such as product launches, agreements, and acquisitions, to increase their footprints in the market. The key players in the market are Keiding Inc., EnviroPAK Corporation, Huhtamaki Oyj, etc.

In November 2023, The Huhtamaki North America business unit of Finland-based packaging company Huhtamaki launched molded pulp egg cartons made from 100% recycled materials. The cartons are being made at a Huhtamaki facility in Hammond, Indiana.

In June 2023, Sabert Corporation unveiled its latest offerings in molded fiber blends: Pulp Max™ and Pulp Plus™. These eco-friendly packaging solutions are crafted from recycled paper fibers and designed for food applications, aligning with sustainability goals and providing customers with environmentally responsible packaging choices.

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