

North America Corrugated And Folding Carton Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The North America Corrugated And Folding Carton Packaging Market size in terms of shipment volume is expected to grow from 36.70 Million tonnes in 2024 to 39.40 Million tonnes by 2029, at a CAGR of 1.44% during the forecast period (2024-2029).

Key Highlights

The expansion of e-commerce sales and the rising demand for sustainable packaging are two significant factors influencing the North American corrugated and folding carton packaging market. According to the US Census Bureau, e-commerce sales as a percentage of total retail sales in the United States in 2023 accounted for 15.4%, USD 285.2 billion, an increase of 0.8% from the previous year.

E-commerce is a game-changer in retail and directly impacts the demand for corrugated and folding carton packaging. The growth of e-commerce drives the volume of demand for the paper packaging industry. In the internet world, corrugated packaging is the central physical interaction item between the e-retailer and the consumer and has strategic significance for customer perceptions of the brand. The paper has environmental benefits over plastic and helps create a premium effect for transition in demand and e-commerce.

Overlapping with the boom of online businesses is customized packaging. Corrugated and folding carton packaging has become the choice for e-commerce. The products bought online, after all, must be boxed, shipped, and delivered in one piece. The durable, affordable packages provide strength, security, and savings. The rise of e-commerce paved the way for brands to reach customers from another angle.

With the rise of e-commerce and the growing retail sector, there is an increased need for corrugated and folding carton packaging to fulfill the packaging requirements of various products. These products are extensively used for shipping, transportation, and shelf display. Their convenience, recyclability, and cost-effectiveness make them a preferred choice for e-commerce and retail packaging. Transportation packaging made from corrugated cardboard offers a safe and sustainable solution for transporting goods.

Deforestation poses significant challenges to the paper packaging industry, including supply chain risks, environmental concerns, regulatory pressures, and the need for sustainable innovation. Addressing deforestation requires collaboration among stakeholders, including governments, companies, consumers, and environmental organizations, to promote responsible forest management and sustainable sourcing practices in the paper packaging sector.

North America Corrugated And Folding Carton Packaging Market Trends

Food Segment is Expected to Witness Significant Growth

Fresh produce must keep up with emerging market trends in the food industry. Corrugated packaging helps the market players effectively use these solutions for price-effective packaging needs and cater to sustainability goals. Corrugated packaging requirements in the market segment must meet different end-user criteria, such as product protection, easy and safe handling, stackability, etc. The end user's preference for corrugated packaging has improved as it is a renewable and sustainable solution.

Key players such as Greif Inc. offer trip wall corrugated packaging solutions for transporting fruits and vegetables. The company's corrugated bins protect fruits such as watermelons from damage during transport and storage. The containers provide a sturdy and protective outer layer that helps to keep the fruits safe from bumps and scratches.

According to Jamestown Container, in September 2023, corrugated food packaging gained popularity as an environmentally responsible alternative to traditional packaging materials. Corrugated packaging may be used for various food products, from fresh produce and baked goods to frozen and canned goods. According to Frozen & Refrigerated Buyer, as of July 16, 2023, pizza was the largest frozen food category with sales of over 1.5 billion USD as customers search for convenient products that are simple and easy to prepare when they buy frozen foods at a store, which further

increases the Corrugated packaging.

Corrugated packaging is highly customizable, allowing the business to create unique and eye-catching food packaging, which helps print brand logos, product information, and other branding elements on corrugated boxes. This helps with brand recognition and improves the overall presentation of the products.

Mexico Expected to Witness Significant Growth

The growth of e-commerce in Mexico is driving increased demand for corrugated packaging, owing to its high-quality graphics, paperboard strength, customization options, and compatibility with inkjet and laser printing. Corrugated boxes allow businesses to enhance branding, ensure product protection, accommodate diverse product sizes, and streamline packaging processes.

According to Worldpay, e-commerce sales revenue in Mexico is forecasted to increase by over 85% and reach about 63 billion dollars in 2025, mostly due to the rise of m-commerce in North America.

Several key factors support the growth of corrugated packaging in the chemical industry in Mexico. Corrugated boxes are tailored to meet stringent safety and regulatory standards for transporting hazardous materials, offering leak-proof and spill-proof features. The technologically advanced Mexican chemical industry of 2023 emphasizes sustainability and operational agility, aligning with the recyclable and biodegradable properties of corrugated packaging.

However, personal care and cosmetics brands utilize folding carton packaging to differentiate their products from those of their competitors. By incorporating customized designs, vibrant colors, and unique shapes, brands can increase their visibility and appeal to discerning consumers seeking premium experiences. Mexico's market is experiencing substantial growth due to changing consumer preferences, innovative packaging design, and rising demand for high-end beauty products. This dynamic market presents manufacturers with opportunities to capitalize on emerging trends in the industry.

The export of beverages to different countries often entails compliance with diverse packaging regulations and standards, prompting the need for specialized corrugated

packaging solutions tailored to meet specific market requirements. Manufacturers in the corrugated packaging industry can leverage this demand by offering customized packaging solutions that address the needs of exporters, thus stimulating market growth.

North America Corrugated And Folding Carton Packaging Industry Overview

The North American corrugated and folding carton packaging market is fragmented as the significant factors governing this force are a sustainable competitive advantage through levels of market penetration, innovation, barriers to exit, firm concentration ratio, and power of competitive strategy. International Paper Inc., Packaging Corporation of America, WestRock Company, Smurfit Kappa Group PLC, and Mondi PLC are among the major companies.

February 2024 - Mondi, a British packaging company, is looking at possible all-share offers in DS Smith. Both companies have a presence in North America and have corrugated portfolios. Mondi confirmed that the possible all-share merger with DS Smith was at an early stage of consideration. A combination of more than GBP 10 billion (USD 13 billion) could be achieved by such an acquisition, making it a major player in the sustainability packaging market.

January 2024 - Mill-to-market corrugated packing manufacturer Hood Container Corp. acquired Sumter Packaging Corp. Sumter, a manufacturer of high-graphic corrugated displays, graphic packaging, and corrugated packaging in the United States. In addition to paper and packaging, industrial products, home improvement, furniture, healthcare, food and beverages, consumer goods, and automotive are some end markets it serves.

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