

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

<https://marketpublishers.com/r/N4C031E4E66BEN.html>

Date: July 2024

Pages: 120

Price: US\$ 4,750.00 (Single User License)

ID: N4C031E4E66BEN

Abstracts

The North America Corrugated Packaging Market size is estimated at USD 41.62 billion in 2024, and is expected to reach USD 47.5 billion by 2029, growing at a CAGR of 2.68% during the forecast period (2024-2029).

Corrugated material is made from corrugated fiberboard. The prime purpose of corrugated packaging is to protect products in shipments, transit, and storage. The market for corrugated packaging is growing, owing to rapidly rising e-commerce, food and beverage, and electronic industries in North America.

Key Highlights

Corrugated board packaging is a versatile and cost-efficient method to protect, preserve, and transport a wide range of products. A corrugated board is light in weight, biodegradable, and recyclable. Therefore, it is an integral component of the packaging industry and, thus, drives the market's growth.

The booming e-commerce industry in North America is a significant driving factor in the market's growth. Prominent e-commerce companies, such as Amazon, have been using corrugated board boxes for principal packaging as they provide product protection and ensure customer satisfaction. Corrugated boxes used for e-commerce are more likely to be printed with high-quality graphics and customized to fit packaged contents to save on costs and increase the aesthetic impact during unboxing.

Furthermore, manufacturers of corrugated board packaging directly collaborate with e-commerce vendors to provide more agile and customizable solutions. Amazon works

toward minimizing cardboard waste for the customer to maximize the efficiency of the order by producing the right-sized boxes for each shipment, which is expected to further boost market growth.

Major players in the region have been involved in various expansion, acquisition, and collaboration activities to enhance their presence and position in the market. For instance, in April 2024, International Paper (IP), a US-based packaging company, announced the acquisition of DS Smith PLC, a UK-based company. This strategic acquisition is likely to strengthen IP's global packaging business through growth in innovation and sustainability across Europe and North America.

The rising consumer consciousness regarding sustainable packaging is encouraging the use of environment-friendly packaging for various manufacturers and retailers. Various companies have been focusing on investing in sustainable collaborations for enhanced production capabilities to serve customers. For instance, in September 2023, Smurfit Kappa LLC, an Ireland-based packaging company, partnered with WestRock, a US-based company, to create sustainable corrugated and consumer packaging options in North America, Europe, and Asia.

The demand for corrugated boxes may decline due to significant competition from a variety of flexible packaging options in North America. Many e-commerce companies use flexible packaging options as they are lightweight and provide optimizing logistics solutions compared to rigid packaging. Hence, factors such as convenience, cost-savings, and sustainability can result in packaging manufacturers shifting from rigid to flexible packaging, thus hampering product demand.

North America Corrugated Packaging Market Trends

Processed Foods Segment Expected to Witness Robust Growth

The growing popularity of the use of corrugated packaging for processed and canned foods in North America has resulted in market growth. Rising consumer demand for processed foods, including cereals, tinned fruits and vegetables, and savory snacks, has boosted the demand for corrugated packaging in the region.

The use of corrugated packaging helps preserve the flavors of packaged food by enabling proper airflow, which is boosting the demand for processed foods in the region. Corrugated packaging can be customized to meet specific packaging needs, allowing businesses to create unique food packaging.

The growing consumer shift toward eco-friendly and sustainable packaging options has resulted in companies making corrugated boxes that are easy to recycle. Sustainable corrugated boxes are cost-effective for many companies, thus boosting product demand.

Food companies opt for customized packaging solutions with optimal material use to protect yet reduce the weight of the product and focus on quick opening methods for the food packets, resulting in the growing demand for corrugated packaging solutions in the processed food segment.

While the use of lightweight and strong corrugated boxes for shipment and storage of processed food is preferred, convenient and cost-effective corrugated packaging for the food and beverage industry drives market growth in the region.

Corrugated boxes have a triple-layer structure that creates a cushioning effect that shields the products from any external forces during shipping and transit. The rising exports of processed foods from the United States are further boosting the demand for corrugated packaging. According to the US Department of Agriculture (USDA), the United States exported USD 36.51 billion of processed food in the year 2023.

United States Expected to Hold High Market Share

The growth in the food, beverage, and retail sectors in the United States is estimated to boost market growth. Consumers and brand owners are becoming more environmentally aware. Growing inclination toward sustainability, technological innovation, and appealing economics are some of the reasons for the corrugated packaging market's growth in the United States.

The use of corrugated packaging for beverages to provide a sturdy yet flexible option to keep beverages secure is a significant factor driving market growth. Beverage companies are focusing on adapting cardboard packaging in North America with the aim of eliminating the use of plastic. In August 2023, PepsiCo, an American food, snack, and beverage company, started using paperboard packaging on beverage multipacks in the United States and Canada to promote a circular economy in the region.

The growing consumption of packaged beverages in the country boosts market growth. Corrugated board packaging for beverages serves different purposes. The packaging is sometimes used to protect beverage bottles from any leakage or contamination. In some cases, it may be used as a barrier as a form of protection against sunlight exposure. Corrugated boxes' cost-effective feature has driven the country's market growth.

Corrugated boxes are highly customizable, and US companies provide customized printed boxes with different fluting, thickness, and designs to make the package fit for its purpose, which drives the product's demand in the country.

Rapid growth in the e-commerce industry in the United States is driving the demand for corrugated packaging for shipping products. According to the US Census Bureau, e-commerce retail sales in Q1 2023 were 14.9% of total sales, whereas they were 15.9% in Q1 2024. Further, as per the organization, sales of food and beverages in the United States rose from USD 890.69 billion in 2021 to USD 979.16 billion in 2023.

According to the US Census Bureau, the growing Y-o-Y sales in food and beverage stores in the country are attributable to the growing consumer spending on food and beverages in grocery stores and supermarkets. This is increasing the use of corrugated box packaging in the food industry in the United States.

North America Corrugated Packaging Industry Overview

The North American corrugated packaging market is fragmented, with the presence of significant players like International Paper Company, Packaging Corporation of America, and Cascades Inc. There is increasing competition among local players in the market as consumers can choose from multiple vendors due to the wide range of corrugated board suppliers. Players such as Smurfit Kappa and Sealed Air are aiming to promote sustainability as a part of their growth strategy.

March 2024: DS Smith launched its DryPack seafood box in North America, replacing non-recyclable expanded polystyrene (EPS) foam boxes. DS Smith's DryPack is a no-leak, water-resistant, and recyclable box that, when packed with ice, can keep fish fresh below 40 degrees Fahrenheit (4 degrees Celsius) for over 40 hours in cold chain operations. DryPack is reportedly the only containerboard seafood box approved for air freight by the International Air Transport Association, enabling seafood processors to

ship fresh fish safely.

December 2023: DS Smith, a provider of sustainable packaging, completed the installation of its steam recycling technology that reduces energy consumption by 20% in its Columbia, South Carolina, corrugated packaging facility. The new technology installed at the manufacturing plant increases productivity by reducing maintenance downtime at the plant, thus enabling faster output.

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