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Botanical Packaging Market Forecasts to 2030 – Global Analysis By Material Type (Plant-Based Plastics, Glass, Paper & Cardboard, Biodegradable Polymers, Metal, Cellulose, Seaweed and Other Material Types), Packaging Type, Distribution Channel, Functionality, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Botanical Packaging Market is accounted for $135.72 million in 2024 and is expected to reach $284.06 million by 2030 growing at a CAGR of 13.1% during the forecast period. Botanical packaging refers to packaging materials made from plant-based or renewable resources, designed to be more environmentally sustainable compared to traditional packaging options. These materials can include biodegradable plastics, paper, cardboard, and plant fibers, derived from sources like corn, sugarcane, bamboo, or hemp. Botanical packaging is increasingly used in various industries, such as food, cosmetics, and pharmaceuticals, to reduce environmental impact, promote sustainability, and cater to consumer demand for eco-friendly and biodegradable packaging solutions.

According to AFRY and Suzano PaperLine, the global consumption of paper is expected to increase from 415 million metric tons in 2022 to 476 million metric tons in 2032.

Market Dynamics:

Driver:

Rising demand for natural and organic products

As consumers increasingly seek out healthier, chemical-free options, they are also becoming more conscious of the environmental impact of their purchases. As a result of this change, consumers now favour goods that are both organic and packaged with eco-friendly, plant-based materials. By using botanical packaging, companies in sectors including food and beverage, cosmetics, and personal care are bringing their goods into line with environmentally sensitive principles. By lowering carbon emissions and meeting consumer demand for eco-friendly and health-conscious products, this trend helps to sustain the expanding market for packaging comprised of renewable or biodegradable materials.

Restraint:

Limited availability of raw materials

Despite the growing use of plant-based materials for sustainable packaging, such as sugarcane, corn, bamboo, and hemp, their supply can be erratic because of agricultural considerations, seasonal variations, and rivalry from other businesses. The cost of raw materials may increase as a result of this shortage, which would raise the final cost of botanical packaging goods. Furthermore, supply chain vulnerabilities may arise from the dependence on particular regions for the production of these resources. Securing a steady and scalable supply of these raw materials is essential for the expansion and sustainability of the botanical packaging market, as the demand for environmentally friendly packaging keeps growing.

Opportunity:

Rising adoption in food and beverage industry

Food and beverage companies are increasingly using plant-based materials to package their goods as consumer demand for environmentally friendly, sustainable packaging grows. This change is motivated by the need to meet environmental requirements, enhance brand image, and decrease plastic waste. A biodegradable substitute for conventional packaging is provided by botanical packaging, which is produced from renewable resources like sugarcane, bamboo, and plant-based polymers. Additionally, the food and beverage industry's emphasis on natural, health-conscious products complements sustainable packaging options, encouraging the use of botanical packaging to boost product appeal and aid in environmentally beneficial initiatives.

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Threat:

Resistance from traditional packaging manufacturers

The substantial expenses and infrastructure modifications needed to implement plant-based alternatives have many well-established packaging companies, who have made large investments in plastic and other traditional materials. Retooling production lines, locating new raw materials, and adhering to new regulations are frequently required when switching to botanical packaging, and these tasks can be costly. Concerns regarding the functionality and longevity of plant-based packaging in comparison to plastic may also exist. Because of this, conventional package producers might be hesitant to implement this change, which would prevent botanical packaging solutions from being widely used in a variety of industries.

Covid-19 Impact

The COVID-19 pandemic had both positive and negative impacts on the botanical packaging market. On one hand, the increased demand for sustainable and eco-friendly solutions during the pandemic led to a greater interest in botanical packaging, especially in the food, beverage, and healthcare sectors. On the other hand, supply chain disruptions, raw material shortages, and logistical challenges hindered production and availability. Despite these setbacks, the long-term trend toward sustainability has accelerated, with botanical packaging seen as a key solution for post-pandemic recovery.

The biodegradable polymers segment is expected to be the largest during the forecast period

The biodegradable polymers segment is estimated to be the largest, due to rising environmental concerns and the need to reduce plastic waste. Consumers and businesses alike are seeking sustainable alternatives to conventional plastics, and biodegradable polymers offer a solution that decomposes naturally, minimizing environmental impact. Furthermore, regulatory pressures, such as plastic bags and eco-friendly packaging mandates, are pushing companies to adopt biodegradable materials. These polymers also align with the rising preference for organic and sustainable products, making them increasingly popular in various industries.

The cosmetics & personal care segment is expected to have the highest CAGR during the forecast period

The cosmetics & personal care segment is anticipated to witness the highest CAGR during the forecast period, due to growing consumer demand for sustainable and eco-friendly products. As consumers become more environmentally conscious, they seek brands that use biodegradable, plant-based packaging materials. This trend aligns with the industry's focus on natural and organic ingredients, as well as its commitment to reducing plastic waste. Regulatory pressures and corporate social responsibility initiatives further encourage the use of botanical packaging, helping brands meet sustainability goals while appealing to eco-conscious consumers.

Region with largest share:

Asia Pacific is expected to have the largest market share during the forecast period due to increasing demand for eco-friendly products. As disposable incomes grow, consumers are becoming more conscious of environmental issues, influencing their purchasing decisions. Additionally, governments are implementing stricter environmental regulations and encouraging the use of biodegradable packaging. Industries such as food and beverages, cosmetics, and pharmaceuticals in the region are increasingly adopting botanical packaging to meet both consumer expectations and regulatory requirements, fueling market growth.

Region with highest CAGR:

During the forecast period, the Europe region is anticipated to register the highest CAGR, driven by strong environmental regulations and a growing consumer preference for sustainable products. The European Union's stringent policies on plastic waste reduction, such as plastic bags and recycling mandates, encourage businesses to adopt biodegradable and plant-based packaging solutions. Additionally, increasing awareness of environmental issues among European consumers is pushing companies in industries like food, cosmetics, and pharmaceuticals to adopt eco-friendly alternatives. The region’s commitment to sustainability and circular economy principles significantly fuels the demand for botanical packaging.

Key players in the market

Some of the key players profiled in the Botanical Packaging Market include Amcor Limited, Ball Corporation, Smurfit Kappa Group, Ardagh Group, Gerresheimer AG, DS Smith Plc, Constantia Flexibles Group, WestRock Company, Uflex Ltd., Mondi Group, Bemis Company, Inc., Tetra Pak International S.A., SIG Combibloc Group AG,

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Huhtamaki Oyj, and Crown Holdings, Inc.

Key Developments:

In September 2024, Novolex Company has announced that it has acquired the assets of American Twisting which is manufacturer of twisted-paper handles used in the production of paper bags.

In February 2024, Berry Global has launched its reusable tableware range to help meet the foodservice industry’s demand for more sustainable packaging solutions.

In January 2024, Sealed Air Corporation has announced the launches of fist bio based and compostable protein packaging tray at IPPE 2024 to meet the demands of existing food processing equipment.

Material Types Covered:

- Plant-Based Plastics
- Glass
- Paper & Cardboard
- Biodegradable Polymers
- Metal
- Cellulose
- Seaweed
- Other Material Types

Packaging Types Covered:

- Bottles
- Bags

Jars

Boxes

Tubes

Pouches

Cartons

Other Packaging Types

Distribution Channels Covered:

Online Retail

Supermarkets & Hypermarkets

Specialty Stores

Direct Sales

Functionalities Covered:

Sustainability

Aesthetics

Product Protection

End Users Covered:

Food & Beverages

Cosmetics & Personal Care

Pharmaceuticals

Household Products

Nutraceuticals

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment

Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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