

# Can Holders Market Forecasts to 2030 – Global Analysis By Product (Rigid Can Holders and Semi-rigid Can Holders), Material, Capacity, Design Style, Distribution Channel, End User and By Geography

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## Abstracts

According to Statistics MRC, the Global Can Holders Market is accounted for \$433.38 million in 2024 and is expected to reach \$600.97 million by 2030 growing at a CAGR of 5.6% during the forecast period. Can holders are devices designed to securely hold and organize cans, often used for beverages or food products. These holders are typically made from plastic, metal, or cardboard and come in various sizes to accommodate different can dimensions. Can holders are commonly used in packaging to group multiple cans together for easier handling, storage, and transportation. They can also be designed for personal use, such as can coolers or beverage holders, to maintain the temperature of drinks. In certain applications, can holders may be used in retail, promotional packaging, or as reusable accessories for consumers.

Market Dynamics:

Driver:

Growing demand for convenience packaging

Consumers seek more practical, easy-to-carry packaging for beverages and food products, can holders provide an efficient solution. These holders are designed to enhance portability, making them highly attractive for on-the-go lifestyles. Additionally, the increasing trend of sustainable packaging is driving innovations in can holder designs, such as those made from recycled materials. Brands are also incorporating convenience features, like multi-can holders, to cater to consumer preferences. The rise

in outdoor activities, such as picnics and sports events, has further increased demand for these products. As a result, the market for can holders continues to expand, reflecting both consumer needs and environmental trends.

#### Restraint:

##### Environmental concerns over plastic usage

Governments and environmental organizations are imposing stricter regulations on single-use plastics, affecting demand for plastic can holders. Consumers are becoming more conscious of sustainable alternatives, pushing brands to adopt eco-friendly materials. Recycling challenges and waste management issues associated with plastic have raised concerns about its long-term environmental impact. This shift towards sustainability drives companies to explore biodegradable, reusable, or recyclable can holders. Consequently, plastic-based can holders face market restrictions, with growing demand for eco-conscious packaging solutions.

#### Opportunity:

##### Innovation in eco-friendly materials

As environmental awareness grows, consumers and businesses seek long-term alternatives to typical plastic can holders. Innovations such as biodegradable, recyclable, and reusable materials have emerged to reduce environmental impact. Companies are investing in research and development to create eco-friendly solutions that meet both functional and environmental needs. These innovations are gaining traction due to the increasing demand for sustainable products in the beverage and packaging industries. Eco-friendly can holders help brands enhance their image by aligning with green initiatives, attracting eco-conscious consumers. This trend is expected to continue as sustainability becomes a key factor in consumer purchasing decisions.

#### Threat:

##### Volatile raw material costs

Fluctuations in prices for metals, plastics, and other materials lead to unpredictable cost structures for manufacturers. As raw material costs rise, producers may face pressure to increase product prices, potentially reducing consumer demand. Smaller

manufacturers with limited resources may struggle to absorb such cost increases, resulting in market consolidation. Inconsistent material availability can also disrupt supply chains, delaying production and affecting lead times. Manufacturers may seek alternative materials, but these substitutes can come with their own set of challenges, including higher production costs or reduced quality. Overall, volatility in raw material prices complicates long-term planning and profitability in the can holders market.

### Covid-19 Impact

The COVID-19 pandemic significantly impacted the can holders market, primarily due to disruptions in production and supply chains. Lockdowns and labor shortages slowed manufacturing, while increased demand for packaged goods and beverages during the pandemic led to higher consumption of cans. However, the market faced challenges in terms of raw material shortages and transportation delays, which led to higher prices and longer lead times. During the epidemic, there was also a shift towards sustainable packaging and environmentally friendly alternatives, which influenced demand. As economies reopened, the market gradually recovered, with a focus on innovations in design and sustainability.

The metal segment is expected to be the largest during the forecast period

The metal segment is expected to account for the largest market share during the forecast period, due to its durability, strength, and ability to withstand various environmental conditions. Metal can holders, particularly those made from aluminum and steel, offer a reliable and secure way to hold and transport beverages. They are also lightweight, making them cost-effective for production and transportation. The increasing demand for sustainable packaging further boosts the popularity of metal can holders, as they are 100% recyclable. Metal's resistance to corrosion and its ability to maintain the integrity of the contents contribute to its growing adoption. As consumer preferences shift toward premium and eco-friendly packaging, the metal segment continues to drive market growth.

The hospitality segment is expected to have the highest CAGR during the forecast period

The hospitality segment is anticipated to witness the highest CAGR during the forecast period, due to its high demand for beverage storage solutions in hotels, restaurants, and cafes. Can holders are essential for maintaining organization and ease of service, especially in establishments with large customer bases. With the growing trend of eco-

friendly practices, hospitality businesses prefer durable and sustainable can holders. The increasing popularity of beverages like soft drinks, energy drinks, and craft beers further contributes to the demand for can holders. Moreover, the trend of custom-branded holders adds value to the market, allowing businesses to showcase their identity. As the hospitality sector expands globally, the need for efficient can storage solutions continues to grow.

Region with largest share:

Asia Pacific is expected to hold the largest market share during the forecast period, driven by increased demand in industries such as food and beverages, automotive, and packaging. With rapid urbanization, rising disposable incomes, and a growing preference for convenience, the market for can holders is expanding. Innovations in eco-friendly materials and designs are fuelling demand for sustainable packaging solutions, particularly in countries like China, India, and Japan. Additionally, the rise of e-commerce has increased the need for durable and efficient packaging. The region's booming beverage industry, particularly soft drinks and alcohol, further contributes to the market's growth.

Region with highest CAGR:

North America is expected to have the highest CAGR over the forecast period, owing to increased consumer demand for convenience, eco-friendly products, and the rising popularity of canned beverages. Key factors influencing the market include sustainability trends, with many companies opting for recyclable and biodegradable materials, such as paper or plant-based alternatives, over plastic. Additionally, the market benefits from the growing popularity of craft beers, soft drinks, and energy drinks. Innovative designs, such as multi-can holders and personalized options, are also attracting consumers. The market is anticipated to expand further as awareness about reducing plastic waste continues to grow in the region.

Key players in the market

Some of the key players profiled in the Can Holders Market include Smurfit Kappa Group, Graphic Packaging International LLC, WestRock Company, Berry Global, Roberts PolyPro Inc, PakTech, E6PR, Fishbone Packaging Inc, Napco Paper Containers, Efine Plastic, Sonoco Products Company, Cascades Inc., International Paper, Mondi Group, InnoPack, ProAmpac and Greif Inc.

### Key Developments:

In March 2024, Smurfit Kappa announced that it achieved four of its Better Planet sustainability targets as part of its ongoing commitment to sustainable packaging solutions. This includes advancements in low-carbon and circular packaging solutions.

In September 2023, Graphic Packaging acquired Bell Incorporated, a U.S.-based packaging provider. This acquisition aimed to enhance Graphic Packaging's capabilities in the can holders market and expand its product offerings.

### Products Covered:

Rigid Can Holders

Semi-rigid Can Holders

### Materials Covered:

Plastic

Paper

Metal

Wood

Foam

Other Materials

### Capacities Covered:

2 Cans

4 Cans

6 Cans

More than 6 Cans

Design Styles Covered:

Standard Design

Premium Design

Eco-friendly Design

Other Design Styles

Distribution Channels Covered:

Online Retail

Offline Retail

Wholesale

End Users Covered:

Food & Beverage Industry

Events & Outdoor Activities

Household/Personal Use

Hospitality

Promotional & Marketing

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:

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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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