

Circular Packaging Analytics Market Forecasts to 2034 – Global Analysis By Analytics Type (Material Circularity Analytics, Recyclability Analytics, Packaging Recovery Analytics, Packaging Waste Analytics and Other Analytics Types), Packaging Material, Assessment Method, Packaging Lifecycle Stage, End User, and Geography

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Abstracts

According to Statistics MRC, the Global Circular Packaging Analytics Market is accounted for \$1.5 billion in 2026 and is expected to reach \$7.2 billion by 2034 growing at a CAGR of 21.7% during the forecast period. Circular packaging analytics refers to digital tools that assess and optimize the sustainability and circularity of packaging materials throughout their lifecycle. These platforms analyze material composition, recyclability, reuse potential, recovery rates, environmental impacts, and regulatory compliance using lifecycle assessment, artificial intelligence, and advanced data analytics. Circular packaging analytics enables organizations to improve packaging design, reduce waste, increase recycled content, and support circular economy objectives. Rising consumer demand for sustainable packaging and evolving environmental regulations are accelerating the global adoption of circular packaging analytics solutions.

Market Dynamics:

Driver:

Growing circular packaging adoption

Circular packaging analytics enables organizations to evaluate the lifecycle, recyclability, material efficiency, and environmental impact of packaging products. Consumer brands are redesigning packaging to reduce waste and increase the use of recycled materials. Businesses are also using analytics to improve packaging performance without compromising product protection. These platforms help manufacturers compare different packaging materials and identify sustainable alternatives. Growing extended producer responsibility (EPR) requirements are encouraging companies to invest in packaging analytics solutions. This is accelerating the adoption of circular packaging analytics across the food, beverage, healthcare, and consumer goods industries.

Restraint:

Fragmented packaging data sources

Packaging information is generated across design, manufacturing, logistics, retail, and recycling operations. Bringing these datasets together into a single analytics platform can be difficult. Different suppliers often follow different material classification and reporting methods. Missing or inconsistent packaging information can reduce the accuracy of lifecycle assessments. Companies also spend considerable time validating packaging specifications before analysis. These challenges increase implementation costs and slow digital transformation initiatives.

Opportunity:

AI-driven packaging optimization platforms

Artificial intelligence helps businesses develop packaging designs with lower environmental impact. AI can evaluate material combinations, packaging dimensions, and recyclability before products enter production. Companies can also simulate different packaging scenarios to reduce material consumption and transportation costs. Predictive analytics supports faster product development while improving sustainability performance. These intelligent tools help brands balance environmental goals with commercial requirements. As AI capabilities improve, packaging optimization platforms are expected to gain wider industry adoption.

Threat:

Inconsistent recycling infrastructure data

Packaging materials are not recycled in the same way across every country or municipality. A package that is recyclable in one region may not be accepted in another. This makes it difficult for companies to accurately measure packaging circularity on a global scale. Variations in collection systems and recycling facilities also affect analytics accuracy. Businesses must regularly update regional recycling databases to maintain reliable reporting. These differences continue to create uncertainty for global packaging strategies.

Covid-19 Impact:

The COVID-19 pandemic significantly increased the demand for packaged products across many industries. Growth in e-commerce, food delivery, and healthcare packaging led to higher packaging consumption. At the same time, concerns about packaging waste encouraged companies to strengthen sustainability initiatives. Many organizations invested in digital tools to better understand packaging material usage and recovery rates. Remote collaboration also accelerated the adoption of cloud-based packaging analytics platforms. After the pandemic, businesses continued focusing on recyclable and resource-efficient packaging solutions.

The material circularity analytics segment is expected to be the largest during the forecast period

The material circularity analytics segment is expected to account for the largest market share during the forecast period as organizations are prioritizing efficient material utilization throughout the packaging lifecycle. These solutions measure recycled content, material recovery potential, reuse rates, and end-of-life performance. Businesses use the insights to improve packaging design and reduce dependence on virgin raw materials. The platforms also support compliance with circular economy and packaging waste regulations. Consumer brands increasingly rely on these analytics to achieve sustainability commitments. This is expected to maintain the leadership of the material circularity analytics segment.

The paper & paperboard packaging segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the paper & paperboard packaging segment is predicted to witness the highest growth rate due to the increasing shift toward fiber-based packaging materials. Companies are replacing conventional plastic packaging with renewable and

recyclable paper-based alternatives. Analytics platforms help evaluate the durability, recyclability, and environmental performance of these materials. Food, beverage, retail, and e-commerce industries are driving higher adoption of paper packaging. Continuous innovation in barrier coatings and lightweight paper materials is further supporting market expansion.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share owing to strong circular packaging legislation. Germany has well-established recycling systems and promotes high recycled-content packaging across industries. France is implementing strict packaging waste reduction policies and encouraging eco-design practices. The Netherlands continues investing in circular economy programs that support reusable and recyclable packaging, while Sweden is expanding advanced material recovery and packaging innovation initiatives. Strong regulatory support and high sustainability awareness are driving widespread adoption of packaging analytics platforms.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rapid growth in sustainable packaging investments. China is promoting recyclable packaging through new environmental regulations and industrial modernization programs. India is expanding sustainable packaging adoption as consumer goods companies reduce plastic usage. Japan continues developing advanced packaging materials with improved recyclability, while South Korea is investing in smart packaging technologies and circular resource management. Rapid growth in manufacturing, retail, and e-commerce is creating strong demand for packaging analytics solutions.

Key players in the market

Some of the key players in Circular Packaging Analytics Market include SAP SE, Siemens AG, Sphera Solutions, Inc., Ecochain Technologies B.V., Circulor Ltd., Circularise B.V., OPTEL Group, Anthesis Group, Trayak Inc., Esko-Graphics BV, Sealed Air Corporation, Amcor plc, DS Smith Plc, Mondi plc, WestRock Company

Key Developments:

In March 2026, Sphera Solutions, Inc. expanded its AI-powered enterprise carbon intelligence platform, integrating updated life cycle assessment databases and value chain emissions management modules. The software platform automates product-level carbon footprinting and Scope 3 data acquisition across complex manufacturing supply chains. This rollout helps global industrial clients maintain regulatory compliance with emerging international environmental reporting mandates.

In January 2026, SAP SE launched significant carbon accounting and footprint management updates within its SAP S/4HANA Cloud ERP ecosystem. The system connects transactional supply chain data directly with life cycle assessment engines to calculate real-time product carbon footprints. This integration equips enterprise clients with granular visibility into material-level emissions across global production workflows.

Analytics Types Covered:

Material Circularity Analytics

Recyclability Analytics

Packaging Recovery Analytics

Packaging Waste Analytics

Other Analytics Types

Packaging Materials Covered:

Plastic Packaging

Paper & Paperboard Packaging

Glass Packaging

Metal Packaging

Other Packaging Materials

Assessment Methods Covered:

- Lifecycle Assessment
- Material Flow Analysis
- Recycled Content Assessment
- Circularity Performance Assessment
- Other Assessment Methods

Packaging Lifecycle Stages Covered:

- Packaging Design
- Production
- Distribution
- End-of-Life Management
- Other Packaging Lifecycle Stages

End Users Covered:

- Packaging Manufacturers
- Food & Beverage Companies
- Consumer Goods Companies
- Recycling Companies
- Other End Users

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL CIRCULAR PACKAGING ANALYTICS MARKET, BY ANALYTICS TYPE

- 5.1 Material Circularity Analytics
- 5.2 Recyclability Analytics
- 5.3 Packaging Recovery Analytics
- 5.4 Packaging Waste Analytics
- 5.5 Other Analytics Types

6 GLOBAL CIRCULAR PACKAGING ANALYTICS MARKET, BY PACKAGING MATERIAL

- 6.1 Plastic Packaging
- 6.2 Paper & Paperboard Packaging
- 6.3 Glass Packaging
- 6.4 Metal Packaging
- 6.5 Other Packaging Materials

7 GLOBAL CIRCULAR PACKAGING ANALYTICS MARKET, BY ASSESSMENT METHOD

- 7.1 Lifecycle Assessment
- 7.2 Material Flow Analysis
- 7.3 Recycled Content Assessment
- 7.4 Circularity Performance Assessment
- 7.5 Other Assessment Methods

8 GLOBAL CIRCULAR PACKAGING ANALYTICS MARKET, BY PACKAGING LIFECYCLE STAGE

- 8.1 Packaging Design
- 8.2 Production
- 8.3 Distribution
- 8.4 End-of-Life Management
- 8.5 Other Packaging Lifecycle Stages

9 GLOBAL CIRCULAR PACKAGING ANALYTICS MARKET, BY END USER

- 9.1 Packaging Manufacturers
- 9.2 Food & Beverage Companies
- 9.3 Consumer Goods Companies
- 9.4 Recycling Companies
- 9.5 Other End Users

10 GLOBAL CIRCULAR PACKAGING ANALYTICS MARKET, BY GEOGRAPHY

- 10.1 North America
 - 10.1.1 United States
 - 10.1.2 Canada
 - 10.1.3 Mexico
- 10.2 Europe
 - 10.2.1 United Kingdom
 - 10.2.2 Germany
 - 10.2.3 France
 - 10.2.4 Italy
 - 10.2.5 Spain
 - 10.2.6 Netherlands
 - 10.2.7 Belgium
 - 10.2.8 Sweden
 - 10.2.9 Switzerland
 - 10.2.10 Poland
 - 10.2.11 Rest of Europe
- 10.3 Asia Pacific
 - 10.3.1 China
 - 10.3.2 Japan
 - 10.3.3 India
 - 10.3.4 South Korea
 - 10.3.5 Australia
 - 10.3.6 Indonesia
 - 10.3.7 Thailand
 - 10.3.8 Malaysia
 - 10.3.9 Singapore
 - 10.3.10 Vietnam
 - 10.3.11 Rest of Asia Pacific
- 10.4 South America

- 10.4.1 Brazil
- 10.4.2 Argentina
- 10.4.3 Colombia
- 10.4.4 Chile
- 10.4.5 Peru
- 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
 - 10.5.1 Middle East
 - 10.5.1.1 Saudi Arabia
 - 10.5.1.2 United Arab Emirates
 - 10.5.1.3 Qatar
 - 10.5.1.4 Israel
 - 10.5.1.5 Rest of Middle East
 - 10.5.2 Africa
 - 10.5.2.1 South Africa
 - 10.5.2.2 Egypt
 - 10.5.2.3 Morocco
 - 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 SAP SE
- 13.2 Siemens AG
- 13.3 Sphera Solutions, Inc.

- 13.4 Ecochain Technologies B.V.
- 13.5 Circulor Ltd.
- 13.6 Circularise B.V.
- 13.7 OPTEL Group
- 13.8 Anthesis Group
- 13.9 Trayak Inc.
- 13.10 Esko-Graphics BV
- 13.11 Sealed Air Corporation
- 13.12 Amcor plc
- 13.13 DS Smith Plc
- 13.14 Mondi plc
- 13.15 WestRock Company

List Of Tables

LIST OF TABLES

Table 1 Global Circular Packaging Analytics Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Circular Packaging Analytics Market, By Analytics Type (2023–2034) (\$MN)

Table 3 Global Circular Packaging Analytics Market, By Material Circularity Analytics (2023–2034) (\$MN)

Table 4 Global Circular Packaging Analytics Market, By Recyclability Analytics (2023–2034) (\$MN)

Table 5 Global Circular Packaging Analytics Market, By Packaging Recovery Analytics (2023–2034) (\$MN)

Table 6 Global Circular Packaging Analytics Market, By Packaging Waste Analytics (2023–2034) (\$MN)

Table 7 Global Circular Packaging Analytics Market, By Other Analytics Types (2023–2034) (\$MN)

Table 8 Global Circular Packaging Analytics Market, By Packaging Material (2023–2034) (\$MN)

Table 9 Global Circular Packaging Analytics Market, By Plastic Packaging (2023–2034) (\$MN)

Table 10 Global Circular Packaging Analytics Market, By Paper & Paperboard Packaging (2023–2034) (\$MN)

Table 11 Global Circular Packaging Analytics Market, By Glass Packaging (2023–2034) (\$MN)

Table 12 Global Circular Packaging Analytics Market, By Metal Packaging (2023–2034) (\$MN)

Table 13 Global Circular Packaging Analytics Market, By Other Packaging Materials (2023–2034) (\$MN)

Table 14 Global Circular Packaging Analytics Market, By Assessment Method (2023–2034) (\$MN)

Table 15 Global Circular Packaging Analytics Market, By Lifecycle Assessment (2023–2034) (\$MN)

Table 16 Global Circular Packaging Analytics Market, By Material Flow Analysis (2023–2034) (\$MN)

Table 17 Global Circular Packaging Analytics Market, By Recycled Content Assessment (2023–2034) (\$MN)

Table 18 Global Circular Packaging Analytics Market, By Circularity Performance

Assessment (2023–2034) (\$MN)

Table 19 Global Circular Packaging Analytics Market, By Other Assessment Methods (2023–2034) (\$MN)

Table 20 Global Circular Packaging Analytics Market, By Packaging Lifecycle Stage (2023–2034) (\$MN)

Table 21 Global Circular Packaging Analytics Market, By Packaging Design (2023–2034) (\$MN)

Table 22 Global Circular Packaging Analytics Market, By Production (2023–2034) (\$MN)

Table 23 Global Circular Packaging Analytics Market, By Distribution (2023–2034) (\$MN)

Table 24 Global Circular Packaging Analytics Market, By End-of-Life Management (2023–2034) (\$MN)

Table 25 Global Circular Packaging Analytics Market, By Other Packaging Lifecycle Stages (2023–2034) (\$MN)

Table 26 Global Circular Packaging Analytics Market, By End User (2023–2034) (\$MN)

Table 27 Global Circular Packaging Analytics Market, By Packaging Manufacturers (2023–2034) (\$MN)

Table 28 Global Circular Packaging Analytics Market, By Food & Beverage Companies (2023–2034) (\$MN)

Table 29 Global Circular Packaging Analytics Market, By Consumer Goods Companies (2023–2034) (\$MN)

Table 30 Global Circular Packaging Analytics Market, By Recycling Companies (2023–2034) (\$MN)

Table 31 Global Circular Packaging Analytics Market, By Other End Users (2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

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