

# Custom Packaging Market Forecasts to 2034 – Global Analysis By Material (Paper & Paperboard, Plastic, Metal, Glass, and Bioplastics), Packaging Type, Packaging Format, Printing Technology, Distribution Channel, End User and By Geography

<https://marketpublishers.com/r/C77C9A149F6DEN.html>

Date: May 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: C77C9A149F6DEN

## Abstracts

According to Statistics MRC, the Global Custom Packaging Market is accounted for \$52.4 billion in 2026 and is expected to reach \$104.6 billion by 2034, growing at a CAGR of 9.0% during the forecast period. Custom packaging is the design and production of bespoke packaging solutions tailored to specific product dimensions, branding requirements, and protection needs. It goes beyond standard packaging by incorporating unique shapes, specialized materials, and high-quality printing to enhance consumer appeal. This approach helps businesses differentiate their products on crowded shelves, improve unboxing experiences, and reduce material waste through right-sized designs. As e-commerce and direct-to-consumer models expand, custom packaging has become a strategic tool for brand storytelling.

### Market Dynamics:

#### Driver:

Rising demand for differentiated branding and premium consumer experiences

The unboxing experience has become a powerful marketing tool, particularly in the beauty, electronics, and direct-to-consumer sectors, where visually appealing and tactile packaging influences repeat purchases and social media sharing. Custom packaging allows companies to integrate logos, unique color schemes, and structural innovations that standard packaging cannot offer. This trend is further amplified by the growth of

subscription box services and luxury goods, where packaging directly reflects product quality. As brands seek to build loyalty and justify premium pricing, investment in highly customized, consumer-centric packaging solutions continues to accelerate.

**Restraint:**

High production costs and longer lead times compared to standard packaging

Custom packaging inherently involves higher tooling, design, and setup costs, making it less accessible for small-batch producers or price-sensitive markets. Unlike off-the-shelf solutions that benefit from economies of scale, each custom order often requires dedicated molds, printing plates, or specialized machinery adjustments. Additionally, the design and approval process adds weeks to production timelines, which conflicts with just-in-time inventory models. For businesses with rapidly changing product lines or seasonal offerings, these extended lead times can create logistical challenges and increase warehousing needs. Small and medium-sized enterprises, in particular, may find the minimum order quantities prohibitive.

**Opportunity:**

Expansion of sustainable and biodegradable custom packaging solutions

Materials such as bioplastics, recycled paperboard, and mushroom-based packaging can now be customized without sacrificing performance or aesthetics. Brands are actively seeking packaging that aligns with circular economy principles, including compostable mailers and reusable container systems. Advances in digital printing allow for smaller, cost-effective runs of sustainable packaging, reducing waste from unsold inventory. Furthermore, governments worldwide are implementing single-use plastic bans, incentivizing the adoption of alternative materials. Companies that develop proprietary, customizable, and truly biodegradable packaging solutions will capture significant market share while helping clients meet their Environmental, Social, and Governance (ESG) commitments.

**Threat:**

Volatility in raw material prices and supply chain disruptions

Sudden increases in raw material costs compress margins for converters and force end-users to either absorb higher expenses or pass them to consumers, potentially reducing

demand. Additionally, custom packaging is often produced in smaller, specialized batches, making it more vulnerable to supply chain bottlenecks compared to standardized alternatives. Events such as port closures, transportation strikes, or supplier bankruptcies can delay entire product launches. The lack of interchangeable components in custom designs means that alternative sourcing is rarely straightforward. Thus, market participants must constantly manage supply risk and pricing volatility.

### **Covid-19 Impact:**

The COVID-19 pandemic initially disrupted the Custom Packaging market through factory closures, labor shortages, and a sharp decline in demand from sectors like hospitality and non-essential retail. However, the rapid acceleration of e-commerce and home delivery services created unprecedented demand for protective, branded packaging. With physical stores closed, brands relied on custom packaging to deliver memorable unboxing experiences directly to consumers' homes. The crisis also highlighted the need for flexible, agile packaging supply chains capable of adapting to sudden shifts in product mix.

The paper and paperboard segment is expected to be the largest during the forecast period

The paper and paperboard segment is expected to account for the largest market share during the forecast period, driven by the material's versatility, recyclability, and cost-effectiveness for custom shapes such as folding cartons, corrugated boxes, and rigid boxes. Brands across food, e-commerce, and cosmetics prefer paper-based substrates for their printability and sustainable image. Additionally, ongoing bans on single-use plastics have accelerated the shift toward paper alternatives. The widespread availability of virgin and recycled paper stock further supports high-volume custom production.

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

Over the forecast period, the bioplastics segment is predicted to witness the highest growth rate, due to increasing regulatory pressure to reduce fossil-fuel-based plastic waste and rising corporate commitments to net-zero targets. Bioplastics, derived from renewable sources like corn starch or sugarcane, can now be customized into rigid bottles, flexible pouches, and thermoformed containers with similar performance to conventional plastics. Advances in material science have improved their heat resistance

and barrier properties, making them suitable for food and personal care applications.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share, due to their essential role in e-commerce logistics and industrial shipping. Custom corrugated boxes are engineered for specific product dimensions, reducing void fill and transportation costs while providing superior crush resistance. Their recyclability and biodegradability align with sustainability mandates. As global online retail continues to grow, demand for right-sized, brand-printed corrugated boxes remains robust.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by the shift from rigid to flexible packaging formats. Stand-up pouches with custom spouts, resealable zippers, and high-gloss printing are replacing bottles and jars for products like pet food, coffee, and liquid detergents. Flexible custom bags use significantly less material, reducing shipping weight and carbon footprint. Advances in laminate structures enable high barrier properties for extended shelf life.

### **Key players in the market**

Some of the key players in Custom Packaging Market include Amcor plc, Smurfit Kappa Group, DS Smith Plc, Mondi Group, WestRock Company, International Paper Company, Sonoco Products Company, Sealed Air Corporation, Graphic Packaging International, LLC, Huhtamaki Oyj, Stora Enso Oyj, Coveris, ProAmpac, Greif, Inc., and ALPLA Group.

### **Key Developments:**

In April 2026, Sealed Air Corporation announced the completion of its previously announced acquisition by funds affiliated with CD&R. Sealed Air will remain headquartered in Charlotte, North Carolina, and will continue to operate under the Sealed Air name. CD&R is committed to supporting Sealed Air's growth across its Food and Protective businesses, building on the Company's legacy of delivering high-performance materials, automated packaging equipment and world-class service.

In April 2026, Amcor has unveiled a new closure targeting applications such as mayonnaise, ketchup and sweet sauces. The 55 mm Flava Flip Top Closure 38/400 is a

lightweighted upgrade compared to previous versions. The new generation of the 38/400 neck finish range is designed for circularity to help brand owners meet and exceed their sustainability goals.

#### Materials Covered:

Paper & Paperboard

Plastic

Metal

Glass

Bioplastics

#### Packaging Types Covered:

Boxes

Bottles

Containers & Jars

Bags & Pouches

Cartons

Mailers

Corks & Closures

Other Packaging TypeS

#### Packaging Formats Covered:

Rigid Packaging

Flexible Packaging

Printing Technologies Covered:

Digital Printing

Flexography

Lithography

Gravure Printing

Screen Printing

Distribution Channels Covered:

Direct Sales

Distributors & Wholesalers

Online Platforms

End Users Covered:

Food & Beverages

Healthcare & Pharmaceuticals

Personal Care & Cosmetics

Electrical & Electronics

Consumer Goods

Fashion & Apparel

E-commerce & Retail

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 2023, 2024, 2025, 2026, 2027, 2028, 2029, 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

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