

Eco-Labeling & Product Transparency Packaging Market Forecasts to 2032 – Global Analysis By Material Type (Paper & Paperboard, Bioplastics, Recycled Plastics and Other Material Types), Label Type, Packaging Type, Printing Technology, Application and By Geography

<https://marketpublishers.com/r/E9FA74A0F66FEN.html>

Date: November 2025

Pages: 200

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

ID: E9FA74A0F66FEN

Abstracts

According to Statistics MRC, the Global Eco-Labeling & Product Transparency Packaging Market is accounted for \$57.4 billion in 2025 and is expected to reach \$89.2 billion by 2032 growing at a CAGR of 6.5% during the forecast period. Eco-labeling and product transparency packaging refer to practices that provide consumers with clear, verifiable information about a product's environmental impact, materials, and sustainability credentials. Eco-labeling involves the use of certified symbols or labels indicating that a product meets specific environmental standards, such as recyclability, biodegradability, or carbon neutrality. Product transparency packaging focuses on openly sharing details about sourcing, production processes, and packaging materials. Together, these practices promote informed purchasing decisions, encourage environmentally responsible consumption, and help brands build trust by demonstrating accountability and commitment to sustainability throughout the product's life cycle.

Market Dynamics:

Driver:

Corporate sustainability goals

Companies across food, beverage, and consumer goods sectors are embedding

sustainability into their core strategies. Eco-labels provide measurable proof of environmental responsibility, strengthening brand reputation and consumer trust. Transparency in packaging is increasingly linked to ESG reporting and compliance requirements. Retailers are demanding certified packaging solutions to align with global sustainability standards. This driver continues to anchor growth by connecting corporate commitments with consumer-facing packaging innovation.

Restraint:

High implementation costs

Certification processes, audits, and compliance testing require significant investment from manufacturers. Smaller companies face challenges in meeting eco-labeling standards due to limited resources. Upfront costs for redesigning packaging and integrating traceability systems reduce affordability. Price-sensitive markets struggle to absorb these expenses, slowing adoption rates. This restraint continues to limit scalability despite strong regulatory and consumer pressure.

Opportunity:

Rising consumer awareness

Shoppers are increasingly demanding clear information on sustainability, recyclability, and ethical sourcing. Eco-labels help consumers make informed choices, reinforcing loyalty to responsible brands. Digital tools such as QR codes and blockchain-based traceability are enhancing transparency. Retailers are leveraging eco-labels to differentiate products and meet evolving consumer expectations. This opportunity is unlocking new revenue streams and strengthening the role of packaging in sustainable consumption.

Threat:

Limited consumer understanding

Many shoppers struggle to interpret complex eco-labels or differentiate between certifications. Confusion over terminology reduces the perceived value of transparency initiatives. Inconsistent labeling practices across regions intensify consumer skepticism. Brands face challenges in educating consumers while maintaining clarity and simplicity. This threat continues to constrain long-term adoption despite regulatory and corporate

support.

Covid-19 Impact:

Covid-19 disrupted packaging supply chains and accelerated demand for transparency in product sourcing. Consumers prioritized safety, hygiene, and sustainability during the pandemic, boosting interest in eco-labels. Brands leveraged transparency packaging to highlight responsible sourcing and compliance with health standards. E-commerce growth created new opportunities for digital eco-label integration. Post-pandemic recovery is fostering hybrid models that combine physical packaging with digital traceability. This impact continues to reshape consumer behavior and strengthen reliance on eco-labeling.

The environmental labels segment is expected to be the largest during the forecast period

The environmental labels segment is expected to account for the largest market share during the forecast period owing to strong regulatory and consumer demand. Eco-labels provide assurance of recyclability, carbon footprint reduction, and sustainable sourcing. Retailers and manufacturers are increasingly adopting certified labels to meet compliance requirements. Consumer preference for transparent and responsible brands is accelerating adoption. Integration with digital traceability tools is enhancing credibility and engagement. This segment continues to dominate due to its established role in sustainable packaging ecosystems.

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

Over the forecast period, the flexible packaging segment is predicted to witness the highest growth rate due to rising demand for sustainable alternatives. Innovations in pouches, wraps, and bags are improving recyclability and durability. E-commerce and grocery delivery platforms are driving adoption of eco-labeled flexible packaging. Advances in material science are reducing environmental impact while maintaining functionality. Consumer preference for lightweight and convenient packaging is accelerating growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest

market share due to advanced infrastructure and strong regulatory frameworks. The U.S. and Canada are leading adoption through sustainability mandates and corporate ESG commitments. Retailers and consumer goods companies are partnering with certification bodies to scale eco-labeling initiatives. Venture capital funding is accelerating innovation in transparency packaging platforms. High consumer awareness and willingness to pay for sustainable products are fostering adoption. E-commerce integration is strengthening the role of eco-labeling in logistics and retail.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to rapid urbanization and rising consumer demand for sustainable packaging. Countries like China, India, and Japan are investing heavily in eco-labeling and transparency initiatives. Government-led programs are fostering infrastructure development for sustainable packaging systems. Local startups and global players are scaling mobile-first solutions tailored to regional needs. Rising middle-class incomes and digital adoption are accelerating participation in eco-labeling models. E-commerce growth in Southeast Asia is creating new opportunities for transparent packaging integration.

Key players in the market

Some of the key players in Eco-Labeling & Product Transparency Packaging Market include Amcor plc, Berry Global Group Inc., Mondi Group, Sealed Air Corporation, Smurfit Kappa Group plc, Huhtamaki Oyj, Constantia Flexibles, Stora Enso Oyj, Tetra Pak International S.A., Sonoco Products Company, WestRock Company, Coveris Holdings S.A., International Paper Company, DS Smith plc and Graphic Packaging Holding Company.

Key Developments:

In February 2025, Berry Global completed the acquisition of CMG Plastics, a rigid packaging manufacturer serving food, beverage, and personal care industries. This acquisition expands Berry's product portfolio and enhances its ability to embed eco-labeling and transparency features into packaging formats.

In November 2024, Amcor entered a definitive merger agreement with Berry Global Group, Inc., creating a global leader in consumer and healthcare packaging. This collaboration expands R&D investment in sustainable packaging, accelerating eco-

labeling and transparency initiatives.

Material Types Covered:

Paper & Paperboard

Bioplastics

Recycled Plastics

Glass

Other Material Types

Label Types Covered:

Environmental Labels

Ethical & Social Responsibility Labels

Health & Safety Labels

Nutritional & Ingredient Disclosure Labels

Other Label Types

Packaging Types Covered:

Rigid Packaging

Flexible Packaging

Specialty Packaging

Smart Packaging

Other Packaging Types

Printing Technologies Covered:

- Digital Printing
- Flexographic Printing
- Offset Printing
- Gravure Printing
- Other Printing Technologies

Applications Covered:

- Food & Beverage
- Pharmaceuticals
- Cosmetics & Personal Care
- Consumer Goods
- E-Commerce & Retail Packaging
- Industrial & Chemical Packaging
- Other Applications

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 2024, 2025, 2026, 2028, and 2032
- 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

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Technology Analysis
- 3.7 Application Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL ECO-LABELING & PRODUCT TRANSPARENCY PACKAGING MARKET, BY MATERIAL TYPE

- 5.1 Introduction
- 5.2 Paper & Paperboard
- 5.3 Bioplastics
- 5.4 Recycled Plastics
- 5.5 Glass
- 5.6 Other Material Types

6 GLOBAL ECO-LABELING & PRODUCT TRANSPARENCY PACKAGING MARKET, BY LABEL TYPE

- 6.1 Introduction
- 6.2 Environmental Labels
- 6.3 Ethical & Social Responsibility Labels
- 6.4 Health & Safety Labels
- 6.5 Nutritional & Ingredient Disclosure Labels
- 6.6 Other Label Types

7 GLOBAL ECO-LABELING & PRODUCT TRANSPARENCY PACKAGING MARKET, BY PACKAGING TYPE

- 7.1 Introduction
- 7.2 Rigid Packaging
- 7.3 Flexible Packaging
- 7.4 Specialty Packaging
- 7.5 Smart Packaging
- 7.6 Other Packaging Types

8 GLOBAL ECO-LABELING & PRODUCT TRANSPARENCY PACKAGING MARKET, BY PRINTING TECHNOLOGY

- 8.1 Introduction
- 8.2 Digital Printing
- 8.3 Flexographic Printing
- 8.4 Offset Printing
- 8.5 Gravure Printing
- 8.6 Other Printing Technologies

9 GLOBAL ECO-LABELING & PRODUCT TRANSPARENCY PACKAGING MARKET, BY APPLICATION

- 9.1 Introduction
- 9.2 Food & Beverage
- 9.3 Pharmaceuticals
- 9.4 Cosmetics & Personal Care
- 9.5 Consumer Goods
- 9.6 E-Commerce & Retail Packaging
- 9.7 Industrial & Chemical Packaging
- 9.8 Other Applications

10 GLOBAL ECO-LABELING & PRODUCT TRANSPARENCY PACKAGING MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China
 - 10.4.3 India
 - 10.4.4 Australia
 - 10.4.5 New Zealand
 - 10.4.6 South Korea
 - 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil

- 10.5.3 Chile
- 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 Qatar
 - 10.6.4 South Africa
 - 10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 Amcor plc
- 12.2 Berry Global Group Inc.
- 12.3 Mondi Group
- 12.4 Sealed Air Corporation
- 12.5 Smurfit Kappa Group plc
- 12.6 Huhtamaki Oyj
- 12.7 Constantia Flexibles
- 12.8 Stora Enso Oyj
- 12.9 Tetra Pak International S.A.
- 12.10 Sonoco Products Company
- 12.11 WestRock Company
- 12.12 Coveris Holdings S.A.
- 12.13 International Paper Company
- 12.14 DS Smith plc
- 12.15 Graphic Packaging Holding Company

List Of Tables

LIST OF TABLES

Table 1 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Material Type (2024-2032) (\$MN)

Table 3 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Paper & Paperboard (2024-2032) (\$MN)

Table 4 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Bioplastics (2024-2032) (\$MN)

Table 5 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Recycled Plastics (2024-2032) (\$MN)

Table 6 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Glass (2024-2032) (\$MN)

Table 7 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Other Material Types (2024-2032) (\$MN)

Table 8 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Label Type (2024-2032) (\$MN)

Table 9 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Environmental Labels (2024-2032) (\$MN)

Table 10 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Ethical & Social Responsibility Labels (2024-2032) (\$MN)

Table 11 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Health & Safety Labels (2024-2032) (\$MN)

Table 12 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Nutritional & Ingredient Disclosure Labels (2024-2032) (\$MN)

Table 13 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Other Label Types (2024-2032) (\$MN)

Table 14 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Packaging Type (2024-2032) (\$MN)

Table 15 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Rigid Packaging (2024-2032) (\$MN)

Table 16 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Flexible Packaging (2024-2032) (\$MN)

Table 17 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Specialty Packaging (2024-2032) (\$MN)

Table 18 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By

Smart Packaging (2024-2032) (\$MN)

Table 19 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Other Packaging Types (2024-2032) (\$MN)

Table 20 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Printing Technology (2024-2032) (\$MN)

Table 21 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Digital Printing (2024-2032) (\$MN)

Table 22 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Flexographic Printing (2024-2032) (\$MN)

Table 23 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Offset Printing (2024-2032) (\$MN)

Table 24 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Gravure Printing (2024-2032) (\$MN)

Table 25 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Other Printing Technologies (2024-2032) (\$MN)

Table 26 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Application (2024-2032) (\$MN)

Table 27 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Food & Beverage (2024-2032) (\$MN)

Table 28 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Pharmaceuticals (2024-2032) (\$MN)

Table 29 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Cosmetics & Personal Care (2024-2032) (\$MN)

Table 30 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Consumer Goods (2024-2032) (\$MN)

Table 31 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By E-Commerce & Retail Packaging (2024-2032) (\$MN)

Table 32 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Industrial & Chemical Packaging (2024-2032) (\$MN)

Table 33 Global Eco-Labeling & Product Transparency Packaging Market Outlook, By Other Applications (2024-2032) (\$MN)

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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