

# **Paper Based Consumer Bags Market Forecasts to 2030 – Global Analysis By Product (Flat Paper Bags, Satchel Bags, Shopping Bags and Other Products), Material Type, Thickness, Printing Technology, Distribution Channel, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Paper Based Consumer Bags Market is accounted for \$5.75 billion in 2024 and is expected to reach \$9.51 billion by 2030 growing at a CAGR of 8.8% during the forecast period. Paper-based consumer bags are environmentally friendly packaging options that are created from sustainable or recycled paper resources. They are a durable and adaptable substitute for plastic bags that also lessen their influence on the environment. These bags, which come in a variety of sizes and styles, are frequently used for carrying goods in the supermarket, retail, and food industries. Many are recyclable and biodegradable, which supports international environmental objectives. They are favoured by companies and customers due to their visual appeal and environmentally friendly branding, which supports a circular economy by encouraging waste reduction and responsible consumption.

Market Dynamics:

Driver:

Brand image & corporate responsibility

Businesses that use environmentally friendly packaging improve their brand recognition and draw in eco-aware customers. Paper-based alternatives to plastic are being adopted by brands because to regulatory rules and environmental concerns. Responsible production methods and ethical sourcing also increase customer loyalty

and trust. Companies who use environmentally friendly packaging can have an advantage in public relations and marketing. Because of this, the market for consumer bags made of paper keeps growing, resulting in a more environmentally friendly retail environment.

Restraint:

#### Supply chain constraints

Supply chain constraints hinder the paper-based consumer bags market by causing raw material shortages, leading to higher production costs. Disruptions in transportation and logistics delay deliveries, affecting market stability. Limited availability of sustainable paper sources impacts manufacturers' ability to meet rising demand. Inflation and fluctuating fuel prices further strain supply chains, increasing operational expenses. Regulatory challenges and trade restrictions create bottlenecks, slowing down global distribution. These factors collectively reduce market growth and profitability, making it harder for businesses to scale efficiently.

Opportunity:

#### Advancements in recycling technologies

High-quality recycled paper resources are more readily available and production costs are decreased by improved recycling techniques. Chemical treatments and enzymatic deinking are two innovations that fortify recycled paper and increase its durability for use in consumer bags. These developments also help achieve sustainability objectives by drawing in eco-aware customers and companies. The market need is further increased by government policies that support recyclable and biodegradable packaging. Paper-based consumer bags are increasingly being chosen over plastic bags as recycling technology advance.

Threat:

#### Fluctuations in raw material prices

Manufacturers' profit margins are lowered by rising prices for resources like paper pulp. Regular price adjustments cause supply chains to become unclear, which has an impact on long-term agreements and planning. Market expansion is constrained by small and medium-sized enterprises inability to bear growing expenses. Price

fluctuations for raw materials may also prompt producers to look for different packaging options. In the end, these difficulties hinder market growth and affect the competitiveness of the industry as a whole.

### Covid-19 Impact

The COVID-19 pandemic significantly impacted the paper-based consumer bags market. Lockdowns and supply chain disruptions led to raw material shortages and increased production costs. However, the rising demand for sustainable packaging and restrictions on plastic bags boosted market growth. E-commerce expansion during the pandemic further drove demand for paper bags. Despite initial setbacks, the market recovered as consumer preference for eco-friendly alternatives increased. Government regulations promoting biodegradable packaging also played a crucial role in sustaining market growth post-pandemic.

The shopping bags segment is expected to be the largest during the forecast period

The shopping bags segment is expected to account for the largest market share during the forecast period by meeting the growing demand for sustainable packaging solutions. Increasing environmental concerns and bans on plastic bags push retailers and consumers toward eco-friendly paper alternatives. Large retail chains, supermarkets, and e-commerce businesses prefer paper shopping bags to enhance their green branding. Advancements in paper bag durability and customization options further boost their adoption. Rising consumer awareness and government regulations globally continue to propel market growth.

The pharmaceutical & healthcare segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the pharmaceutical & healthcare segment is predicted to witness the highest growth rate, due to the increasing demand for hygienic packaging solutions. Rising regulations on plastic use push pharmaceutical companies toward eco-friendly alternatives like paper bags. Growing e-commerce in healthcare, including online medicine deliveries, boosts the need for durable and biodegradable packaging. Consumer preference for sustainable packaging in medical and personal care products further accelerates market growth. Additionally, stringent compliance requirements ensure the adoption of paper-based bags for safe and tamper-proof pharmaceutical packaging.

### Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to rising environmental concerns and government regulations against plastic usage. Countries like China, India, and Japan are witnessing increased demand due to eco-conscious consumers and sustainable packaging trends. Major industries, including retail, food, and e-commerce, are shifting towards biodegradable and recyclable paper bags. Innovations in durable, water-resistant paper bags further boost market growth. Additionally, foreign and local manufacturers are expanding their production capacities to meet rising demand. The market is expected to continue expanding, supported by sustainability initiatives and consumer preferences.

### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to increasing environmental awareness and regulatory measures promoting sustainable packaging. Rising consumer demand for eco-friendly alternatives to plastic bags is driving market expansion, particularly in retail, food, and e-commerce sectors. The U.S. and Canada are key contributors, with major retailers adopting paper bags to reduce plastic waste. Innovations in recyclable and biodegradable materials further boost market growth. However, challenges like higher production costs and durability concerns remain. Overall, the market is poised for steady growth, driven by sustainability trends and government policies.

### Key players in the market

Some of the key players profiled in the Paper Based Consumer Bags Market include Duro Bag Manufacturing, Huhtamaki PPL Limited, Nandki Ecopack Pvt. Ltd., Adeera Packaging Pvt. Ltd., Novolex, Amcor, Berry Global, Mondi Group, Smurfit Kappa, WestRock, International Paper, Georgia-Pacific, Sappi Lanaken Mill, Stora Enso and UPM-Kymmene Corporation.

### Key Developments:

In October 2024, Mondi acquired the western European assets of Germany's Schumacher Packaging for €634 million. This acquisition included advanced box production plants in Germany and a packaging plant in the UK, enhancing Mondi's presence in the e-commerce and consumer goods packaging sectors.

In June 2023, Mondi partnered with Syntegon, a manufacturer of process and packaging machinery, to develop recyclable paper packaging solutions using recycled fibers for dried foods such as flour, sugar, and pasta. The collaboration aimed to meet the growing consumer demand for sustainable packaging.

In March 2023, Huhtamaki partnered with U.S. Major League Soccer club Sporting Kansas City, becoming the club's official sustainable packaging provider. This partnership focuses on sustainability, reducing environmental footprint, and enhancing fan experience at Children's Mercy Park.

#### Products Covered:

Flat Paper Bags

Satchel Bags

Shopping Bags

Stand-up Pouches

Window Bags

Other Products

#### Material Types Covered:

Kraft Paper

Recycled Paper

Coated Paper

Other Material Types

#### Thicknesses Covered:

Less than 30 GSM

30-90 GSM

90-120 GSM

Above 120 GSM

#### Printing Technologies Covered:

Flexographic Printing

Offset Printing

Screen Printing

Digital Printing

Other Printing Technologies

#### Distribution Channels Covered:

Online Sales

Offline Sales

#### End Users Covered:

Retail & Consumer Goods

Food & Beverage

Pharmaceutical & Healthcare

Personal Care & Cosmetics

E-commerce & Logistics

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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