

Plastic Tubes Packaging Market Forecasts to 2032 – Global Analysis By Type (Squeeze Tubes, Stick Tubes, Twist Tubes, Other Types), Material, Capacity, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Plastic Tubes Packaging Market is accounted for \$6.4 billion in 2025 and is expected to reach \$9.5 billion by 2032 growing at a CAGR of 5.7% during the forecast period. Plastic tubes packaging refers to the use of cylindrical, flexible containers made primarily from polyethylene (PE) or polypropylene (PP) to store and dispense products such as cosmetics, pharmaceuticals, food, and personal care items. These tubes offer lightweight, hygienic, and cost-effective solutions with excellent printability and branding potential. Their squeezable design ensures controlled dispensing and minimal product waste. Plastic tubes can be mono-layer or coextruded, with varying barrier properties depending on the product's sensitivity.

According to the Organization for Economic Cooperation and Development (OCED), the health expenditure to GDP ratio of the United States was 16.6% in 2022, the highest followed by Germany with 12.7% and France with 12.1% in 2023 health statistic of OCED.

Market Dynamics:

Driver:

Growing Demand from Cosmetics & Personal Care Industry

The growing demand from the cosmetics and personal care industry is significantly driving the plastic tubes packaging market. With increasing consumer preference for

convenient, hygienic, and aesthetically appealing packaging, brands are adopting plastic tubes for products like lotions, creams, and gels. These tubes offer excellent portability, controlled dispensing, and protection against contamination, making them ideal for premium skincare and beauty products. Additionally, the rise in e-commerce and beauty influencer marketing further boosts the demand for innovative and attractive tube packaging solutions.

Restraint:

Environmental Concerns Regarding Plastic Waste

Mounting environmental concerns over plastic waste are increasingly hindering the plastic tubes packaging market. Rising awareness of pollution, microplastics, and landfill overflow has led to stricter regulations and consumer backlash against single-use plastics. Brands face pressure to adopt sustainable alternatives, driving up costs and complicating production. This shift disrupts market stability, reduces demand for conventional plastic tubes, and forces manufacturers to invest in eco-friendly innovations, often at the expense of profitability and scalability.

Opportunity:

Innovation in Packaging Design

Innovation in packaging design is positively driving the Plastic Tubes Packaging Market by enhancing product differentiation, user convenience, and brand appeal. Advanced features like easy-dispensing caps, eco-friendly materials, and aesthetically pleasing shapes attract both manufacturers and consumers. These innovations improve shelf presence and functionality, meeting evolving consumer expectations. Moreover, sustainable and smart packaging solutions contribute to brand loyalty and regulatory compliance, encouraging wider adoption across various industries thus fueling market growth and competitiveness in the global landscape.

Threat:

Volatility in Raw Material Prices

Volatility in raw material prices, especially petrochemical resins, poses a major challenge to the plastic tubes packaging market. Frequent cost fluctuations disrupt budgeting and pricing strategies, squeezing profit margins and deterring long-term

investments. Smaller manufacturers face heightened vulnerability, often struggling to absorb sudden spikes. This instability hampers supply chain reliability, delays production schedules, and undermines market competitiveness, ultimately slowing innovation and expansion across personal care, pharmaceutical, and industrial packaging segments.

Covid-19 Impact

The COVID-19 pandemic significantly reshaped the plastic tubes packaging market, driving demand for hygienic, tamper-proof solutions in personal care and pharmaceutical sectors. Increased consumption of sanitizers, creams, and medications boosted tube usage, while e-commerce growth accelerated packaging innovation. Despite supply chain disruptions and raw material shortages, the market saw a surge in essential goods packaging, reinforcing the role of plastic tubes in ensuring safety, convenience, and product integrity during the crisis.

The polyamide (PA) segment is expected to be the largest during the forecast period

The polyamide (PA) segment is expected to account for the largest market share during the forecast period, due to its superior barrier properties, high mechanical strength, and resistance to chemicals and abrasion. These features make PA ideal for packaging applications that require extended shelf life and protection from external contaminants, especially in pharmaceuticals and cosmetics. Its recyclability and compatibility with multilayer structures further enhance its appeal, aligning with sustainability trends and driving its increasing adoption in high-performance plastic tube packaging solutions.

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

Over the forecast period, the pharmaceuticals segment is predicted to witness the highest growth rate owing to demanding secure, hygienic, and convenient packaging solutions. Plastic tubes offer excellent barrier properties, ease of dispensing, and protection against contamination—ideal for topical creams, gels, and ointments. The rising prevalence of chronic diseases, expanding over-the-counter (OTC) drug sales, and the need for patient-friendly packaging formats are boosting the adoption of plastic tubes. Their lightweight, portability, and tamper-evident features further support pharmaceutical market expansion.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to rapid urbanization, rising disposable incomes, and expanding e-commerce. Its lightweight, cost-effective, and hygienic nature makes it ideal for cosmetics, pharmaceuticals, and food sectors. The region's growing middle class and demand for portable, sustainable packaging are accelerating adoption. Innovations in recyclable materials and digital printing enhance brand appeal and environmental compliance, positioning plastic tubes as a key driver of packaging modernization across diverse industries.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to demand for convenient, lightweight, and sustainable solutions across personal care, cosmetics, and pharmaceutical sectors. Its squeezable design enhances user experience and reduces product waste, while innovations in recyclable and biodegradable materials align with eco-conscious consumer preferences. Advanced manufacturing capabilities and high consumer spending further fuel growth, making North America a hub for packaging innovation and sustainability-driven expansion.

Key players in the market

Some of the key players profiled in the Plastic Tubes Packaging Market include Amcor plc, Alb?a S.A., Essel Propack Limited, Huhtamaki Oyj, CCL Industries Inc., Berry Global Inc., Sonoco Products Company, Montebello Packaging Inc., Linhardt GmbH & Co. KG, IntraPac International Corporation, Hoffmann Neopac AG, CTL Packaging, World Wide Packaging LLC, Tubopress Italia Srl, Viva Group, Auber Packaging Co., Ltd., MPack Poland Sp. z o.o., Huhtamaki PPL Ltd. and Tubex Holding GmbH.

Key Developments:

In February 2025, Avantium N.V. and Amcor Rigid Packaging USA have entered into a strategic joint development agreement to explore the use of avant-garde, plant-based polyethylene furanoate (PEF)—marketed by Avantium as Releaf®—in rigid containers tailored for food, beverage, pharmaceutical, medical, home, and personal-care products.

In September 2024, Marigold Health Foods has teamed up with Sonoco to unveil an innovative fully recyclable can designed for plant-based products like stock cubes,

sauces, nutritional yeast, and meat/fish alternatives.

Types Covered:

Squeeze Tubes

Stick Tubes

Twist Tubes

Other Types

Materials Covered:

Polyethylene (PE)

Polyamide (PA)

Polypropylene (PP)

Ethylene Vinyl Alcohol (EVOH)

Other Materials

Capacities Covered:

Less than 50 ml

Above 150 ml

50 ml to 100 ml

101 ml to 150 ml

Above 150 ml

Distribution Channels Covered:

Online

Offline

Applications Covered:

Cosmetics

Oral & personal care

Sealants & adhesives

Lubricants

Pharmaceuticals

Household products

Food & Beverages

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 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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