

# **Probiotics Packaging Market Forecasts to 2034 – Global Analysis By Packaging Type (Blisters, Bottles, Containers, Sachets, Stick Packs, Droppers and Other Packaging Types), Material Type (Plastics, Paper and Paperboard, Aluminum Foil and Other Material Types), Form (Dry, Liquid and Other Forms), Distribution Channel, End User and by Geography**

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## **Abstracts**

According to Statistics MRC, the Global Probiotics Packaging Market is accounted for \$7.3 billion in 2026 and is expected to reach \$14.7 billion by 2034 growing at a CAGR of 9.2% during the forecast period. Packaging for probiotics is essential to maintaining the effectiveness and viability of these healthy microbes. The purpose of the packaging is to shield probiotics from elements that could compromise their stability, like light, moisture, and oxygen. Additionally, specific packaging guarantees that probiotics don't activate too soon after being consumed. To preserve the potency of the probiotic strains, packaging is frequently made of moisture-resistant materials, dark, opaque containers to block out light, and oxygen barrier technologies.

According to the International Probiotics Association, proper packaging is paramount in safeguarding the viability and potency of probiotics, shielding them from environmental factors that could compromise their efficacy.

### **Market Dynamics:**

#### **Driver:**

Growing consumer interest in dietary supplements and functional foods

The probiotic packaging market is being driven primarily by the rising demand for dietary supplements and functional foods. More and more consumers are looking for goods that improve digestive health in addition to providing nutritional value. Moreover, probiotics are becoming more and more popular as a result of this trend, which has increased demand for efficient packaging options.

**Restraint:**

Specialized packaging's financial effects

Industry evaluations indicate that adopting specialized packaging technologies to maintain the viability of probiotics frequently results in higher production costs. Furthermore, the use of cutting-edge materials and technologies that shield probiotics from light, moisture, and oxygen can raise packaging costs, which may have an effect on the cost of the product and its accessibility to consumers.

**Opportunity:**

Increasing use beyond supplements

Industry insiders see a significant window of opportunity for the probiotic packaging market to grow beyond the realm of conventional supplements. Probiotics are becoming more widely available as research reveals new health benefits, opening up possibilities for incorporating these microorganisms into functional foods, drinks, and even personal care products. Moreover, offering a wider range of products can lead to the emergence of new markets and clientele.

**Threat:**

Market saturation and vigorous rivalry

The growing number of players entering the probiotic packaging market increases the risk of market saturation and increased competition. The flood of new competitors could result in overproduction and fierce pricing competition, which could reduce profit margins. Furthermore, in order to secure a competitive edge in a crowded market, companies need to navigate this threat by concentrating on differentiation through creative packaging solutions, branding, and strategic collaborations.

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

The probiotic packaging market has been significantly impacted by the COVID-19 pandemic. Market dynamics have been impacted by changes in consumer priorities, manufacturing operations, and supply chain disruptions. Probiotic demand has increased as a result of the pandemic's increased emphasis on health and wellness, but supply chain disruptions and logistical difficulties have made it difficult to produce and distribute probiotics in a timely manner, as well as to package them. Additionally, consumer spending patterns have changed as a result of economic uncertainty, which has an effect on probiotic market decisions.

The Bottles segment is expected to be the largest during the forecast period

It is projected that the bottle segment will hold the largest market share. Because they are adaptable and appropriate for a wide range of industries, including food and beverage, personal care, and pharmaceuticals, bottles are highly preferred. Moreover, bottles are a common choice for packaging a wide variety of products, including probiotics, because they provide a blend of durability, convenience, and product visibility. Because bottles are transparent, customers can readily examine the contents, enhancing confidence and ensuring quality.

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

The market's highest CAGR has been seen in the plastics segment. Plastics have become more popular because of their affordability, lightweight nature, and adaptability. They are widely used in many different industries, such as personal care, pharmaceuticals, and food and drink. In addition to offering excellent barrier qualities to shield products from the elements, plastic packaging offers designers flexibility in creating unique shapes and sizes. Additionally, plastics that are recyclable and biodegradable are becoming more and more popular due to consumer demand for environmentally friendly and sustainable packaging options.

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

It is projected that the Asia-Pacific region will hold the largest market share. The Asia-Pacific region's market dominance is largely due to its dynamic economic growth, growing population, and rising consumer demand for packaged goods. China is a major player in the packaging industry as a hub for manufacturing, serving both domestic and international markets. Furthermore, North America and Europe, with their developed

industry landscapes and emphasis on sustainability, are significant contributors to the packaging market.

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

The market's highest CAGR is predicted to be in North America. Numerous factors, such as technological advancements, a strong e-commerce ecosystem, and an emphasis on sustainable packaging solutions, are driving the growth of the market in the region. Owing to its creative packaging techniques, the United States, in particular, is a major player in a number of industries, including food and beverage, cosmetics, and healthcare. Moreover, a culture of constant innovation has been fostered by the shift towards eco-friendly packaging options brought about by consumers growing awareness of environmental concerns.

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

Some of the key players in Probiotics Packaging market include Sonoco Products Company, Arizona Nutritional Supplements, LLC, Clondakin Group Holdings B.V., Sonic Packaging Industries, Alpla Inc., ELIS Packaging Solutions, Inc, Coveris Holdings S.A., Berry Global Group, Inc., Tetra Pak International S.A., ProAmpac Holdings, Inc., Amcor Plc., AptarGroup, Inc. and Constantia Flexibles Group GmbH.

### **Key Developments:**

In July 2023, Alpla, an Austria-based packaging producer with its own plastic recycling operations, has further expanded production at its recycling plant in Radomsko, Poland. The company is investing around \$8.8 million to install a third extrusion line at the site and annual production capacity at the Radomsko plant will increase from 30,000 to 54,000 metric tons of food-grade recycled-content PET (rPET). The firm calls the facility “one of the largest recycling plants of its kind in Europe.

In May 2023, Global packaging company Amcor has announced the signing of a definitive agreement for the acquisition of New Zealand-based privately held company Moda Systems. The companies have not disclosed the financial details of this transaction. The deal is now subject to certain customary closing conditions and approvals. It is scheduled to be completed in the June quarter of the current fiscal year. Moda Systems' acquisition is expected to strengthen Amcor's existing film packaging business.

In November 2022, Sonoco Products Company, a diversified global packaging leader, today announced it has entered a definitive agreement to purchase the remaining equity interest in RTS Packaging, LLC from joint venture partner WestRock Company and one WestRock paper mill in Chattanooga, Tennessee, for \$330 million in cash, subject to customary price adjustments. The valuation is approximately 6.6x adjusted EBITDA without synergies and 5x adjusted EBITDA pro forma for synergies. Sonoco also anticipates that it will be able to achieve \$40 million of tax benefits from the transaction.

### Packaging Types Covered

Blisters

Bottles

Containers

Sachets

Stick Packs

Droppers

Other Packaging Types

### Material Types Covered:

Plastics

Paper and Paperboard

Aluminum Foil

Other Material Types

### Forms Covered:

Dry

Liquid

Other Forms

Distribution Channels Covered:

Hypermarkets

Specialty Stores

Online

Other Distribution Channels

End Users Covered:

Food and Beverage

Dietary Supplements

Pharmaceuticals

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, 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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