

# **Supplements and Nutrition Packaging Market Forecasts to 2032 – Global Analysis By Packaging Type (Bottles, Blisters & Strips, Sachets, Stick Packs, Pouches, Jars & Canisters, Tubes, Cartons & Boxes and Other Packaging Types), Packaging Material (Plastics, Paper & Paperboard, Glass, Metals and Biodegradable Materials), Product Form, Package Quantity, Application and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Supplements and Nutrition Packaging Market is accounted for \$31.7 billion in 2025 and is expected to reach \$47.1 billion by 2032 growing at a CAGR of 5.8% during the forecast period. Supplements and nutrition packaging refers to the specialized materials and designs used to protect, preserve, and present dietary supplements, vitamins, protein powders, and health-related nutritional products. This packaging ensures product safety, extends shelf life, and provides critical information such as ingredients, usage instructions, and regulatory compliance. Common formats include bottles, pouches, blister packs, sachets, and jars, all designed to maintain product integrity, enhance consumer convenience, and support branding and marketing efforts.

According to a 2025 article in Food & Wine, the U.S. wellness market, encompassing functional foods and beverages, is valued at \$2 trillion.

Market Dynamics:

Driver:

## Increasing health consciousness

The supplements and nutrition packaging market is primarily driven by rising health consciousness among consumers, which has led to increased demand for dietary supplements and nutraceuticals. As individuals become more aware of the importance of preventive healthcare, fitness, and wellness, there is a notable surge in the consumption of vitamins, minerals, and other nutritional products. This trend compels manufacturers to invest in innovative packaging solutions that ensure product safety, extend shelf life, and enhance convenience. Furthermore, the growing aging population and the popularity of sports nutrition further bolster market expansion.

## Restraint:

### High packaging costs

The need for advanced, protective, and often sustainable packaging materials to maintain product integrity and comply with regulatory standards increases production expenses. Additionally, the adoption of innovative packaging designs and technologies, such as child-resistant closures and tamper-evident seals, further escalates costs. These elevated expenses can limit the profitability of manufacturers, particularly smaller players, and may result in higher prices for end consumers. Moreover, fluctuating raw material prices and supply chain disruptions can exacerbate cost pressures, challenging market growth.

## Opportunity:

### Premium packaging demand

Consumers increasingly associate high-quality packaging with product safety, efficacy, and brand value, prompting manufacturers to develop visually appealing, functional, and sustainable packaging solutions. Premium packaging not only enhances shelf appeal but also offers added features such as resealability, tamper evidence, and informative labeling. Moreover, the rise of e-commerce and personalized nutrition trends further accelerates the need for innovative packaging formats that ensure product protection during transit and cater to diverse consumer preferences, thereby driving market growth.

## Threat:

## Environmental regulations

Governments and regulatory bodies worldwide are increasing pressure on manufacturers to reduce plastic usage, minimize packaging waste, and adopt eco-friendly materials. Compliance with these regulations often requires significant investments in research, development, and the adoption of sustainable packaging solutions, which can increase operational costs. Furthermore, failure to meet environmental standards can result in penalties, product recalls, or reputational damage.

## Covid-19 Impact:

The Covid-19 pandemic had a profound impact on the supplements and nutrition packaging market. Lockdowns and supply chain disruptions initially hindered manufacturing and distribution activities. However, heightened consumer awareness regarding immunity and preventive health led to a surge in demand for supplements, particularly those rich in vitamins and minerals. This spike in consumption drove a corresponding increase in packaging demand, prompting manufacturers to accelerate production and innovate packaging solutions for safety and convenience. Furthermore, the shift towards e-commerce during the pandemic reinforced the need for durable and secure packaging to ensure product integrity during delivery.

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

The bottles segment is expected to account for the largest market share during the forecast period. Bottles remain the preferred packaging format for supplements and nutrition products due to their superior ability to protect contents from moisture, oxygen, and light, thereby preserving product efficacy and shelf life. Additionally, bottles offer convenience, resealability, and ease of use, making them suitable for a wide range of supplement forms, such as tablets, capsules, and powders. Their adaptability to various sizes and materials, including plastic and glass, further enhances their dominance in the market.

The softgels & gummies segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the softgels & gummies segment is predicted to witness the highest growth rate. This rapid expansion is attributed to the rising popularity of easy-to-

consume supplement formats among both adults and children. Gummies, in particular, are favored for their palatable taste and convenience, making them an attractive alternative to traditional pills. The demand for innovative formulations, including vegan and sugar-free options, further propels this segment's growth. Additionally, effective marketing, increased health awareness, and the expansion of retail and e-commerce channels contribute to the soaring adoption of softgels and gummies, driving their robust growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share. This dominance is driven by a combination of factors, including a large and growing population, increasing health awareness, and rising disposable incomes. The region benefits from the availability of raw materials, numerous processing facilities, and low labor costs, making it an attractive hub for manufacturing. Furthermore, the presence of major market players, supportive government policies, and the rapid expansion of e-commerce channels contribute to the region's leadership in market share.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. This exceptional growth rate is fueled by increasing health and wellness awareness, a burgeoning middle class, and rapid urbanization. The region's dynamic retail and e-commerce sectors enhance product accessibility, while innovation in packaging technologies caters to evolving consumer preferences. Additionally, the growing demand for convenient, attractive, and sustainable packaging solutions, coupled with the rising prevalence of personalized nutrition trends, positions Asia Pacific as the fastest-growing market, offering significant opportunities for industry stakeholders.

Key players in the market

Some of the key players in Supplements and Nutrition Packaging Market include Amcor, Berry Global, Gerresheimer, Glenroy, Inc., Alpha Packaging, Comar, LLC, Graham Packaging Company, ePac Holdings, LLC, Law Print & Packaging Management Ltd., Molded Packaging Solutions (MPS), PRETIUM Packaging, Eagle Flexible Packaging, TricorBraun, Vantage Nutrition, Packacre Enterprises Limited, Container & Packaging Supply, Inc., Mondi and Sonoco Products Company.

### Key Developments:

In February 2025, Comar was awarded a Silver Medal by EcoVadis for sustainability excellence, placing them in the top 15% of assessed companies.

In January 2025, Gerresheimer launched its Connected Packaging platform, integrating QR codes or NFC tags for digital product identities. This enables brands to engage consumers with personalized information, loyalty programs, and product authentication-features that can be leveraged for supplement packaging as well.

### Packaging Types Covered:

Bottles

Blisters & Strips

Sachets

Stick Packs

Pouches

Jars & Canisters

Tubes

Cartons & Boxes

Other Packaging Types

### Packaging Materials Covered:

Plastics

Paper & Paperboard

Glass

Metals

Biodegradable Materials

Product Forms Covered:

Tablets & Capsules

Powders

Softgels & Gummies

Liquids

Other Product Forms

Package Quantities Covered:

Less than 1.5L

1.5L to 3.0L

3.0L to 5.0L

More Than 5 Liters

Applications Covered:

Vitamins and Minerals

Sports Nutrition

Weight Management

Herbal Supplements

## 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

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