

# **India Airless Packaging Market By Type (Bags & Pouches, Bottles & Jars, Tubes, Others), By Material (Plastic, Glass, Others), By End User (Personal Care, Healthcare, Home Care, Food & Beverages), By Region, Competition, Forecast and Opportunities, 2019-2029**

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## **Abstracts**

India Airless Packaging Market has reached reach USD 335.93 million by 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 4.75% through 2029. The airless packaging market in India is experiencing a steady ascent, fueled by robust research and development initiatives and a growing demand across various sectors. This market has witnessed significant growth due to its ability to address key challenges in packaging, such as preserving product quality and sustainability.

A key driver propelling the airless packaging market's growth in India is the rising consumer awareness about the importance of product quality and sustainability. As consumers become more conscious of their environmental impact, they are increasingly seeking packaging solutions that minimize waste and optimize product usage. Airless packaging aligns well with this growing consumer preference for eco-friendly solutions, making it a compelling choice for both consumers and businesses.

Furthermore, technological advancements and innovations spurred by dedicated research and development efforts have led to the production of cost-effective and high-quality airless packaging solutions. These advancements include improved barrier properties, enhanced dispensing mechanisms, and innovative designs that provide better protection for the packaged products. These developments not only cater to the

evolving needs of the market but also across various sectors, contribute various sectors, consumer awareness, and continuous technological to the overall consumer awareness, and continuous technological advancements.

## Key Market Drivers

### Growing Demand of Airless Packaging in Food & Beverage Industry

The food and beverage industry's growing demand for airless packaging is driving significant growth in India's airless packaging market. Airless packaging, known for its ability to preserve products without allowing air ingress, is gaining popularity due to its capability to extend product shelf life and reduce the risk of contamination.

In the food and beverage industry, maintaining product freshness is paramount. With airless packaging, a revolutionary solution is provided by creating an environment where the product is completely shielded from air exposure, thereby preserving its freshness, and extending its shelf life. This is particularly beneficial for a wide range of products, including sauces, dips, dairy items, and beverages that are highly sensitive to air exposure.

The rise in consumer awareness about food safety and quality is also a significant driver for the growing demand for airless packaging. Consumers are becoming more conscious of the need for hygienic and high-quality packaging that can ensure the safety and longevity of the food products they purchase. With airless packaging, consumers can have peace of mind knowing that their food is protected from contamination and spoilage.

Moreover, the sustainability aspect of airless packaging is another compelling factor driving its demand in the food and beverage sector. As consumers and businesses alike prioritize eco-friendly solutions, airless packaging stands out as it minimizes waste and optimizes product usage. By eliminating the need for additional preservatives or additives, airless packaging reduces the environmental impact and enhances the overall sustainability of the food packaging industry.

Technological advancements and innovations in the airless packaging industry have led to the production of cost-effective and high-quality solutions. These advancements, such as improved sealing mechanisms and materials, ensure maximum product protection and enhance the overall user experience. With continuous innovation, the airless packaging market is expected to witness further growth and cater to the evolving

needs of the food and beverage industry.

In conclusion, the rising demand for airless packaging in the food and beverage industry is significantly contributing to the growth of India's airless packaging market. With the focus on food safety, quality, sustainability, and innovative packaging solutions, the airless packaging market in India is poised for substantial growth in the coming years. By providing superior product preservation, reduced contamination risk, and eco-friendly packaging options, airless packaging is revolutionizing the way food products are packaged and consumed.

### Growing Demand of Airless Packaging in Healthcare Industry

In the healthcare sector, where patient safety and product integrity are of utmost importance, the demand for airless packaging has seen a significant increase. The growing awareness among consumers and healthcare providers about the crucial role of packaging in preserving the quality and longevity of healthcare products has fueled this demand.

One of the key drivers behind the rising popularity of airless packaging in the healthcare industry is its sustainability aspect. With a greater emphasis on eco-friendly solutions, airless packaging has emerged as a standout choice. It not only minimizes waste but also optimizes product usage, aligning perfectly with the industry's focus on sustainable practices.

The airless packaging sector has witnessed remarkable technological advancements and innovation, resulting in the production of cost-effective and superior quality solutions. These developments have not only met the industry's demands but have also exceeded expectations, further boosting the growth of the airless packaging market.

In conclusion, the escalating demand for airless packaging in the healthcare industry is significantly contributing to the expansion of India's airless packaging market. With its strong emphasis on patient safety, product integrity, sustainability, and innovative packaging solutions, the airless packaging market in India is poised for substantial growth in the coming years. The industry's commitment to these core values ensures a promising future for airless packaging as a vital component of the healthcare sector.

### Key Market Challenges

#### Rise in Cost Considerations

Airless packaging, with its advanced technology and high-quality materials, is undoubtedly more expensive than traditional packaging methods. This cost is often passed on to consumers, resulting in increased prices for the packaged products. For businesses and consumers, this price increase can be a significant deterrent.

One contributing factor to the rising costs of airless packaging is the fluctuating prices of raw materials, such as plastic and metal, used in its production. These fluctuations can have a substantial impact on overall production costs, making airless packaging less affordable for many manufacturers.

The complex production process of airless packaging requires specialized machinery and skilled labor. Additionally, maintaining the operational efficiency of these machines incurs additional costs. These factors collectively contribute to the overall high cost of airless packaging.

It is important to note that the packaging industry is highly competitive, often operating on thin profit margins. With the added cost of airless packaging, many companies find it challenging to maintain profitability without significantly increasing their product prices.

In conclusion, while the demand for airless packaging in India continues to grow, the rising cost considerations pose a significant challenge. To overcome this challenge, manufacturers need to invest in research and development to devise cost-effective production methods. Moreover, initiatives to stabilize raw material prices can also play a pivotal role in addressing this issue. Despite these challenges, the airless packaging market in India holds immense potential, given its numerous advantages over traditional packaging methods.

## Key Market Trends

### Growing Demand of Sustainability and Eco-Friendly Packaging

Airless packaging is a revolutionary solution designed to address the pressing need for sustainable and eco-friendly packaging practices. By utilizing fewer resources and generating less waste, airless packaging maximizes product usage and minimizes environmental impact. This innovative packaging design eliminates air ingress, effectively extending the shelf life of products and reducing waste caused by spoilage.

Furthermore, airless packaging empowers consumers to utilize almost every bit of the

product inside, ensuring minimal wastage and enhancing the overall user experience. With increasing consumer awareness about environmental issues, there is a growing demand for packaging that aligns with sustainable values. Today's conscientious consumers actively seek out products that are packaged using eco-friendly materials and methods.

This shift in consumer preference towards sustainability is driving significant changes in packaging trends across various industries, including food, beverage, healthcare, and cosmetics. Companies are adopting eco-friendly packaging practices to cater to the evolving needs of environmentally conscious consumers. Moreover, government regulations and initiatives are playing a crucial role in promoting sustainability in packaging. Stringent regulations on packaging waste and encouragement of eco-friendly alternatives are pushing industries towards adopting more sustainable practices.

In India's airless packaging market, the demand for sustainability and eco-friendly packaging is experiencing remarkable growth. The combined influence of heightened consumer awareness, regulatory support, and technological advancements is fueling this trend. As a result, airless packaging is poised to play an increasingly important role in India's packaging industry, revolutionizing the way products are packaged and consumed.

In conclusion, the adoption of airless packaging is a significant and transformative trend in India's packaging market. With its ability to reduce waste, extend product shelf life, and meet the demands of environmentally conscious consumers, airless packaging is set to shape the future of sustainable packaging practices in the country.

## Segmental Insights

## Material Insights

Based on the category of material, the plastic segment emerged as the dominant player in the Indian market for Airless Packaging in 2023. Various types of plastic resins, such as PE, PET, ABS, PMMA, and SAN, are widely utilized for manufacturing plastic-based airless bottles, jars, and tubes. Plastic, known for its lightweight nature, ease of molding, and cost-effectiveness compared to metal and glass, has become the preferred choice for end-user companies in the packaging industry. In particular, acrylic plastic, also known as PMMA, offers a glass-like appearance while being unbreakable, making it an ideal alternative for manufacturing airless packaging products.

Moreover, plastics like PP exhibit remarkable inertness towards acids, alkalis, and most solvents, ensuring the purity and integrity of the formulation packed inside PP airless containers. The increasing demand for convenience, lightweight, and travel-friendly packaging from the cosmetics and pharmaceutical industries is expected to further drive the growth of the plastic material segment in the foreseeable future.

### End User Insights

The personal care segment is projected to experience rapid growth during the forecast period. In the personal care industry, airless bottles, jars, pouches, and tubes play a vital role in packaging semisolid forms, including lotions, creams, ointments, gels, and pastes. These innovative packaging solutions not only ensure the integrity of formulations but also extend the shelf life of products by effectively preventing oxidation.

By providing complete isolation to the formulation from external influences like oxygen and UV light, these packaging options eliminate the need for preservatives. This not only enhances the safety and efficacy of the products but also aligns with the growing demand for preservative-free cosmetic solutions. As a result, these advanced packaging options are gaining popularity and are expected to significantly impact the personal care and cosmetic industry.

The increased focus on product quality, consumer preferences for sustainable packaging, and the rising awareness about the potential harmful effects of preservatives are further driving the demand for airless bottles, jars, pouches, and tubes. With their innovative features and ability to maintain product integrity, these packaging solutions are poised to contribute to the growth of the personal care and cosmetic market.

### Regional Insights

West India emerged as the dominant player in the India Airless Packaging Market in 2023, holding the largest market share in terms of value. West India, a vibrant region with a rich industrial landscape, is home to several prominent industries, including pharmaceuticals, cosmetics, and food and beverages. These industries rely heavily on the utilization of airless packaging solutions, which have become a cornerstone of their operations. The presence of these industries, along with their increasing demand for airless packaging, has created a thriving market for such solutions in the region.

For instance, the pharmaceutical industry in West India greatly depends on airless

packaging to ensure the potency and extended shelf-life of its products. This innovative packaging method provides a protective barrier against external contaminants, preserving the quality and efficacy of pharmaceutical formulations.

Moreover, the region boasts a vast and discerning consumer base that places a high emphasis on product quality and sustainability. Consumers in West India are becoming increasingly conscious of their environmental footprint and actively seek out eco-friendly alternatives. This growing awareness has led to a surge in demand for sustainable packaging options like airless packaging, which aligns perfectly with their desire for environmentally responsible choices.

With the perfect blend of thriving industries, growing consumer awareness, and the need for sustainable solutions, West India continues to be a hotbed for the adoption and advancement of airless packaging technologies.

#### Key Market Players

ABC Packaging Ltd.

Aptar Pharma (India) Pvt. Ltd.

Fusion Packaging

Albea Betts India Pvt. Ltd.

Silgan Dispensing Systems India Private Limited

#### Report Scope:

In this report, the India Airless Packaging Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### India Airless Packaging Market, By Type:

Bags & Pouches

Bottles & Jars

Tubes

Others

India Airless Packaging Market, By Material:

Plastic

Glass

Others

India Airless Packaging Market, By End User:

Personal Care

Healthcare

Home Care

Food & Beverages

India Airless Packaging Market, By Region:

North India

East India

West India

South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Airless Packaging Market.

Available Customizations:



India Airless Packaging Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

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