

# **India Bag-in-Box Container Market By Material (Polyethylene Terephthalate (PET), Aluminum, Polypropylene, Polyethylene (PE), Others), By Capacity (Below 1 Liter, 1-3 Liters, 3-5 Liters, 5-10 Liters, Above 10 Liters), By End User (Beverages, Food Products, Chemicals, Personal Care & Cosmetics, Others), By Application (Industrial, Commercial, Residential) By Region, Competition, Forecast & Opportunities, 2021-2031F**

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## **Abstracts**

### **Market Overview**

India's Bag-in-Box (BiB) Container Market was valued at USD 612 Million in 2025 and is projected to reach USD 1,061 Million by 2031, registering a CAGR of 9.45% during the forecast period. A Bag-in-Box system is an innovative liquid packaging solution comprising a flexible inner bag enclosed within a sturdy corrugated outer box. This dual-layer structure ensures the safe storage and controlled dispensing of liquids while preventing contamination and extending shelf life by limiting air exposure.

BiB containers have found widespread use across the food and beverage, pharmaceutical, and chemical industries due to their hygienic design and efficient logistics. They are particularly suited for products such as wine, juices, syrups, dairy, and liquid detergents. Their compact, lightweight form significantly reduces transportation costs and environmental impact compared to traditional rigid packaging. With the rise in demand for eco-conscious, space-saving, and cost-effective packaging solutions, Bag-in-Box systems are gaining traction as a preferred format for

both institutional and retail liquid distribution.

## Key Market Drivers

### Rising Demand for Hygienic and Convenient Packaging in the Food & Beverage Industry

The growing emphasis on hygiene, food safety, and convenience in the Indian food and beverage sector is a major catalyst for the adoption of Bag-in-Box containers. These systems offer a sterile packaging environment that keeps liquids fresh and uncontaminated after opening, making them ideal for juices, dairy beverages, edible oils, and syrups.

A key strength of BiB containers lies in their aseptic filling and air-tight sealing capabilities, which protect products from oxidation and spoilage. In India, where cold chain logistics can be inconsistent, especially in remote regions, this feature ensures product longevity and reduces dependency on refrigeration. The format also meets the needs of bulk buyers in sectors like hospitality and foodservice, where maintaining product hygiene over extended periods is critical.

## Key Market Challenges

### Limited Consumer Awareness and Acceptance in the Retail Segment

A significant barrier to broader adoption of Bag-in-Box packaging in India is limited awareness and acceptance among retail consumers. While BiB systems are well-regarded in commercial and institutional settings, household penetration remains low due to consumer preference for familiar formats such as bottles, jars, and cans.

The perception of BiB as a commercial-use product and its often utilitarian design have hindered its retail appeal. Additionally, the larger volumes in which BiB containers are typically offered (e.g., 3L–10L) are not suitable for all household budgets or storage capacities. The dominance of small neighborhood stores with limited shelf space also constrains visibility and availability of BiB products. These factors collectively reduce consumer trial and limit adoption in the price-sensitive Indian retail market.

## Key Market Trends

### Expansion of Bag-in-Box Use in the Non-Alcoholic Beverage Segment

The growing popularity of non-alcoholic beverages—such as juices, iced teas, flavored water, and traditional drinks like lassi and buttermilk—is fueling demand for Bag-in-Box packaging. Health-conscious consumers are increasingly opting for preservative-free, ready-to-drink beverages, and BiB systems offer an ideal solution by preserving freshness and reducing waste post-opening.

Bulk packaging via BiB is becoming a preferred option for institutional buyers such as schools, hotels, offices, and QSRs due to its convenience, hygiene, and cost-efficiency. Moreover, this trend supports sustainability initiatives by reducing single-use plastics and enabling refill stations. As awareness of its benefits grows, the application of BiB in large-scale beverage distribution is poised to expand further, especially in areas with limited cold storage infrastructure.

### Key Market Players

Amcor Ltd.

Smurfit Kappa Group

DS Smith Plc

Liquibox Corporation

SIG Group AG

CDF Corporation

Arlington Packaging (Rental) Limited

Optopack Ltd.

### Report Scope:

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

#### India Bag-in-Box Container Market, By Material:

Polyethylene Terephthalate (PET)

Aluminum, Polypropylene

Polyethylene (PE)

Others

#### India Bag-in-Box Container Market, By Capacity:

Below 1 Liter

1–3 Liters

3–5 Liters

5–10 Liters

Above 10 Liters

#### India Bag-in-Box Container Market, By End User:

Beverages

Food Products

Chemicals

Personal Care & Cosmetics

Others

#### India Bag-in-Box Container Market, By Application:

Industrial

Commercial

Residential

India Bag-in-Box Container Market, By Region:

South India

North India

West India

East India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Bag-in-Box Container Market.

Available Customizations:

India Bag-in-Box Container Market report with the given market data, TechSci 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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