

Sustainable Films for Packaging Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Polypropylene (PP), Polyethylene (PE), Polyethylene Terephthalate (PET), Others), By Application (Food and Beverage, Pharmaceutical, Consumer Goods, Personal Care, Consumer Electronics), By Region and Competition, 2019-2029F

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Abstracts

Global Sustainable Films for Packaging Market was valued at USD 145.63 billion in 2023 and is anticipated to project steady growth in the forecast period with a CAGR of 4.24% through 2029. The global market for sustainable films used in packaging has experienced remarkable growth, primarily fueled by the escalating emphasis on reducing carbon footprint and minimizing environmental impact across various industries. These films, crafted from renewable resources such as plant-based materials like PLA (polylactic acid), bio-based polyethylene, and other biodegradable polymers, offer a more environmentally friendly alternative to traditional plastic films derived from fossil fuels.

The primary drivers of this market are the increasing adoption of sustainable packaging solutions by major companies across various sectors such as food and beverage, pharmaceuticals, personal care, and consumer goods. These companies are actively seeking ways to improve their sustainability credentials and meet the evolving expectations of environmentally conscious consumers.

Stringent government regulations and policies aimed at reducing plastic waste and

promoting sustainable practices are further propelling the demand for sustainable films for packaging. For instance, several countries have implemented bans or restrictions on single-use plastics, encouraging the adoption of biodegradable and compostable packaging materials.

Another significant factor contributing to the growth of the global sustainable films for packaging market is the rising consumer awareness regarding the environmental impact of packaging waste. Consumers are increasingly choosing products packaged in sustainable materials, driving brands to invest in eco-friendly packaging solutions to retain and attract environmentally conscious consumers. Also, advancements in technology and innovation in the packaging industry are driving the development of new and improved sustainable film solutions. Manufacturers are investing in research and development to enhance the performance and functionality of sustainable films while maintaining their eco-friendly properties.

Despite the promising growth prospects, the global sustainable films for packaging market still faces challenges such as higher production costs compared to conventional plastic films and limited availability of raw materials. However, with increasing investments in research and development and growing consumer demand for sustainable packaging solutions, the market is expected to overcome these challenges and continue its upward trajectory.

Key Market Drivers

Growing Demand of Sustainable Films for Packaging from Consumer Goods Industry

One of the primary factors driving the adoption of sustainable films for packaging in the consumer goods industry is the growing awareness among consumers about the environmental impact of packaging waste. With sustainability becoming a key consideration for consumers when making purchasing decisions, brands are under pressure to adopt more environmentally friendly packaging solutions. Sustainable films offer a compelling alternative to traditional plastic packaging, as they are derived from renewable resources and are biodegradable or compostable, thereby reducing the environmental footprint associated with packaging waste.

Furthermore, leading consumer goods companies are increasingly incorporating sustainability into their corporate strategies and supply chains. Many companies have set ambitious sustainability goals, including targets to reduce plastic usage, increase recyclability, and minimize their overall environmental impact. As a result,

there is a growing demand for sustainable packaging materials, including films, that align with these objectives and meet the expectations of environmentally conscious consumers.

The adoption of sustainable films for packaging in the consumer goods industry is also driven by regulatory pressures and industry standards aimed at reducing plastic pollution and promoting sustainable practices. Governments around the world are implementing regulations and policies to limit the use of single-use plastics and encourage the adoption of eco-friendly packaging materials. Additionally, industry initiatives and certifications, such as the Sustainable Packaging Coalition's How2Recycle label and the Ellen MacArthur Foundation's New Plastics Economy Global Commitment, are further driving the uptake of sustainable packaging solutions among consumer goods companies.

Also, advancements in technology and innovation in the packaging industry are enabling the development of new and improved sustainable film solutions that meet the performance requirements of the consumer goods industry. Manufacturers are investing in research and development to enhance the functionality, durability, and barrier properties of sustainable films while maintaining their eco-friendly characteristics.

Growing Demand of Sustainable Films for Packaging from Pharmaceutical Industry

As consumers become more environmentally conscious, pharmaceutical companies are under pressure to reduce their carbon footprint and minimize the environmental impact of their packaging. Sustainable films offer a viable alternative to traditional packaging materials, such as plastics derived from fossil fuels, by incorporating renewable or recycled content and promoting recyclability or compostability.

Pharmaceutical companies recognize the importance of brand reputation and consumer trust in their products. By embracing sustainable packaging practices, companies can enhance their brand image as socially responsible and environmentally conscious organizations. This can lead to increased consumer loyalty and a competitive edge in the market.

Pharmaceuticals require packaging that ensures product integrity and safety throughout the supply chain, protecting them from contamination, moisture, light, and other external factors. Sustainable films can offer the necessary barrier properties and protective qualities while meeting sustainability criteria, thus addressing both environmental and functional requirements.

The growing demand for sustainable films in pharmaceutical packaging has spurred innovation in material science, manufacturing processes, and packaging design. Collaboration between packaging manufacturers, pharmaceutical companies, research institutions, and regulatory agencies is driving the development of new sustainable packaging solutions that meet the unique requirements of the pharmaceutical industry.

Key Market Challenges

Disruptions in Supply Chain

The primary challenges facing the global sustainable films for packaging market is disruptions in the supply chain, which can arise from various factors such as raw material shortages, transportation bottlenecks, and geopolitical tensions. These disruptions can have significant implications for manufacturers, leading to delays in production, increased costs, and challenges in meeting customer demand.

One of the key factors contributing to disruptions in the supply chain for sustainable films for packaging is the availability and sourcing of raw materials. Sustainable films are often made from renewable resources such as plant-based materials or bio-based polymers, which can be subject to fluctuations in supply due to factors such as weather conditions, crop yields, and competing demands from other industries. Additionally, the limited availability of certain raw materials and the need to scale up production to meet growing demand can pose challenges for manufacturers in securing a stable and reliable supply chain.

Also, transportation disruptions can also impact the supply chain for sustainable films for packaging, particularly in cases where manufacturers rely on international suppliers or face logistical challenges in transporting raw materials to production facilities. Issues such as port congestion, shipping delays, and disruptions in freight services can result in delays in the delivery of raw materials and finished products, leading to operational inefficiencies and increased costs for manufacturers.

Key Market Trends

Increasing Demand of Biodegradable Films

Biodegradable films offer a promising solution to the environmental challenges posed by traditional plastic packaging. Unlike conventional plastics, which can persist in

the environment for hundreds of years, biodegradable films are designed to break down naturally over time, reducing their impact on ecosystems and marine life. This key characteristic has propelled the adoption of biodegradable films across a wide range of industries, with the packaging sector at the forefront of this shift.

The primary drivers behind the increasing demand for biodegradable films is the growing consumer awareness of environmental issues. As consumers become more educated about the detrimental effects of plastic pollution on the planet, they are actively seeking out products packaged in materials that align with their values. Biodegradable films offer a clear solution to this demand, providing consumers with a more sustainable packaging option that supports their commitment to environmental stewardship.

Also, regulatory bodies around the world are implementing stricter guidelines and regulations aimed at reducing plastic waste and promoting sustainable packaging alternatives. In response to these regulatory pressures, many companies are turning to biodegradable films as a compliant and environmentally responsible packaging solution. By adopting biodegradable films, businesses can not only meet regulatory requirements but also demonstrate their commitment to sustainability and corporate social responsibility.

In addition to consumer demand and regulatory drivers, advancements in technology have also played a significant role in driving the adoption of biodegradable films. Innovations in material science and manufacturing processes have led to the development of biodegradable films that offer comparable performance to traditional plastics in terms of durability, barrier properties, and shelf life extension. This has enabled businesses to transition to biodegradable films without sacrificing the quality or functionality of their packaging.

Segmental Insights

Product Insights

Based on the category of product, the polyethylene (PE) segment emerged as the dominant player in the global market for sustainable films for packaging in 2023. Polyethylene is a versatile material that can be easily modified to meet various packaging needs. It can be manufactured in different forms, including high-density polyethylene (HDPE), low-density polyethylene (LDPE), and linear low-density polyethylene (LLDPE), each offering unique properties suitable for different packaging

applications.

Polyethylene is widely recognized for its recyclability, making it a preferred choice for sustainable packaging solutions. Recycled polyethylene can be used to produce sustainable films for packaging, reducing the reliance on virgin materials and contributing to circular economy initiatives.

Polyethylene films are lightweight yet strong, offering excellent packaging performance while minimizing material usage. This lightweight nature helps reduce transportation costs and carbon emissions, making it an attractive option for companies looking to reduce their environmental footprint.

Regional Insights

Europe emerged as the dominant region in the Global Sustainable Films for Packaging Market in 2023, holding the largest market share in terms of value. Europe has been at the forefront of implementing stringent regulations and policies aimed at reducing plastic waste and promoting sustainable packaging solutions. Regulations such as the Single-Use Plastics Directive, Extended Producer Responsibility (EPR) schemes, and ambitious recycling targets have incentivized the adoption of sustainable packaging alternatives, including sustainable films.

European consumers are increasingly conscious of environmental issues and show a strong preference for products packaged in sustainable materials. This demand for eco-friendly packaging has driven companies in Europe to invest in sustainable packaging solutions, including films made from biodegradable, compostable, and recyclable materials.

European countries are actively promoting the principles of the circular economy, which prioritize resource efficiency, waste reduction, and recycling. Sustainable films play a crucial role in enabling circularity by facilitating the design of packaging solutions that are recyclable, compostable, or made from renewable resources.

Key Market Players

Amcor plc

Innovia Films Ltd

Mondi PLC

Berry Global Inc.

UFlex Limited

TORAY ADVANCED FILM CO., LTD.

Pregis LLC

Constantia Flexibles

Sealed Air Corp

Transcontinental Inc.

Report Scope:

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

Sustainable Films for Packaging Market, By Product:

Polypropylene (PP)

Polyethylene (PE)

Polyethylene Terephthalate (PET)

Others

Sustainable Films for Packaging Market, By Application:

Food and Beverage

Pharmaceutical

Consumer Goods

Personal Care

Consumer Electronics

Sustainable Films for Packaging Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Sustainable Films for Packaging Market.

Available Customizations:

Global Sustainable Films for 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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