

Europe Eco-friendly Straws Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Straight Straws, Flexible Straws, and Others), Material (Paper, Polyhydroxyalkanoate (PHA), Polylactic Acid (PLA), Bamboo, Bagasse, Silicone, and Others), and End User (Food Service, Quick Service Restaurants, Cafes and Bars, Hotels and Fine Dining, Catering Service, Others Food Service, Retail, Supermarket and Hypermarkets, Convenience Stores, Online Retail, and Others Retail)

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Abstracts

The Europe Eco-friendly Straws Market is projected to grow significantly, reaching an estimated US\$ 6,413.0 million by 2031, up from US\$ 3,361.6 million in 2024. This growth represents a compound annual growth rate (CAGR) of 9.7% from 2025 to 2031, indicating a robust demand for sustainable alternatives to traditional plastic straws.

Key countries driving this market include Germany, France, Italy, the UK, and Spain. The increasing adoption of eco-friendly straws in Europe is largely attributed to stringent environmental regulations and a strong commitment to sustainability. Notably, the European Commission implemented a ban on single-use plastic straws effective July 3, 2021, which has prompted businesses to transition towards reusable, compostable, or biodegradable options. This regulatory framework has significantly accelerated the market's growth as restaurants and takeaway services increasingly seek eco-friendly straw solutions.

Market Segmentation

The Europe Eco-friendly Straws Market can be segmented based on product type, material, and end user.

1. **By Product Type:** The market is divided into Straight Straws, Flexible Straws, and Others. In 2024, Straight Straws are expected to hold the largest market share, reflecting consumer preference for simplicity and functionality.
2. **By Material:** The materials used for eco-friendly straws include Paper, Polyhydroxyalkanoate (PHA), Polylactic Acid (PLA), Bamboo, Bagasse, Silicone, and others. Paper straws are anticipated to dominate the market in 2024, favored for their biodegradability and ease of use.
3. **By End User:** The market is segmented into various end users, including Food Service, Quick Service Restaurants, Cafes and Bars, Hotels and Fine Dining, Catering Services, Retail, Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and others. The Food Service sector is projected to hold the largest share in 2024, driven by the high volume of straws used in dining establishments.

Market Dynamics

The global plastic waste crisis, with approximately 400 million tons generated annually, has heightened awareness of the environmental impact of single-use plastics. An estimated 8 million tons of plastic waste, including straws, enters the oceans each year, prompting governments to enact regulations aimed at reducing plastic consumption. For instance, France has implemented a ban on single-use plastics, aiming for complete elimination by 2040, while Germany has introduced a phased ban and a tax on single-use plastics.

These regulatory measures are pivotal in fostering the adoption of eco-friendly straws, which are made from sustainable materials such as bio-plastics, bamboo, and bagasse. Unlike traditional plastic straws, eco-friendly straws decompose into organic matter without leaving harmful microplastics. For example, bagasse straws are fully biodegradable and compostable, typically breaking down within 3 to 6 months, while bamboo straws decompose within a year under natural conditions.

Country Insights

The market is further segmented by country, with Germany, the United Kingdom, France, Italy, Spain, and the Rest of Europe being key contributors. The Rest of Europe is expected to hold the largest market share in 2024, with countries like Russia, Norway, Sweden, Denmark, Poland, Austria, Greece, Hungary, and the Netherlands showing significant growth. The ban on plastic straws across most EU nations and the expansion of convenience retail in these regions are enhancing the accessibility and demand for eco-friendly straws.

Competitive Landscape

The Europe Eco-friendly Straws Market features several key players, including Duni AB, Tetra Pak International SA, Huhtamaki Oyj, Pactiv LLC, Canubio, Kurma Descartaveis, Pixpel Embalagens Sustentaveis LTDA, Ecofactory, EcoBiodegradável, Greenprint LLC, GreenStraw-Official, Hefei Sumkoka Environmental Technology Co., Ltd, Footprint, Jungle Culture, Simply Straws LLC, Biopac Ltd, Stroodles- The Pasta Straws, Hoffmaster Group Inc, Vegware, and Shuangtong Daily Necessities Co., Ltd. These companies are actively pursuing strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

In conclusion, the Europe Eco-friendly Straws Market is poised for substantial growth driven by regulatory changes, increasing consumer awareness of environmental issues, and the rising demand for sustainable products in the food service industry.

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