

Europe Food Packaging Market Size and Forecasts (2020 - 2030), Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Product Type [Trays (Molded Fiber, Plastic, Aluminum, and Others), Bottles, Tubs and Cups, Boxes, and Others] and Application (Commercial Catering, Food-to-Go, Ready-to-Eat Meals, and Others)

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Abstracts

The Europe food packaging market is expected to grow from US\$ 79.34 billion in 2022 to US\$ 115.25 billion by 2030; it is expected to register a CAGR of 4.9% from 2022 to 2030.

Food packaging is the enclosing of food for the purpose of protecting against environmental factors that may cause damage, contamination, or decay in the process of transport, storage, or selling. Food packaging products are made by using materials such as plastic, aluminum, paper and paperboard, glass, and other additives. Polyethylene terephthalate (PET), polypropylene (PP), expanded polystyrene (EPS), polystyrene (PS), and high-density polyethylene (HDPE) are among the most commonly used plastics in food packaging. Metals such as aluminum are commonly used for food packaging.

Convenience foods such as ready-to-eat (RTE) products allow consumers to save time and effort associated with shopping for ingredients, meal preparation and cooking, consumption, and post-meal activities. Numerous social changes such as increasing number of smaller households and rising millennial population across the Europe boost the consumption of high-quality convenience food. Due to hectic work schedules, millennials prefer to be productive in their time rather than spend it on tedious tasks.

Thus, they are more likely to spend their money on convenience foods, which dives into the popularity of packaged RTE products, such as baked products, snacks, and dairy products. Ready-to-eat meals are a dynamic and growing segment in the food packaging market, catering to the fast-paced lifestyles and changing eating habits of consumers. These meals are fully prepared and conveniently packaged, offering a wide variety of options from salads and sandwiches to full-course dinners. The significance of ready-to-eat meal packaging lies in its ability to provide consumers with a quick and hassle-free dining experience without compromising on taste or nutrition. These meals require specialized packaging to maintain freshness, flavor, and food safety. Packaging solutions for ready-to-eat meals often include vacuum-sealed containers, microwave-safe packaging, and innovative materials that keep food items separated to preserve their texture and flavor. Additionally, packaging plays a vital role in ensuring extended shelf life, allowing these meals to be stored for longer periods without the need for preservatives. In recent years, there has been a growing emphasis on sustainability in the ready-to-eat meal packaging market. Manufacturers are increasingly using eco-friendly materials and minimizing packaging waste to meet consumer demands for environmentally responsible options. Furthermore, the packaging of ready-to-eat meals is designed not only for functional purposes but also to enhance the visual appeal of the product, making it an important marketing tool. Creative designs and labeling help brands differentiate their products and attract consumers in a competitive market. This growing demand for convenience food is expected to drive the Europe food packaging market growth.

Online food platforms offer unparalleled convenience to consumers. With a few clicks or taps, consumers can browse a wide variety of food options, place orders, and have their meals delivered to their doorsteps. This eliminates the need for travel, waiting in lines, and time-consuming dining process. Organized retail and e-commerce rely on efficient supply chains to meet consumer demands. Food packaging becomes essential for these services to maintain the quality and freshness of perishable food items during transportation and delivery. Insulated packaging, temperature control solutions, and leak-resistant containers help ensure that food products are delivered to consumers in optimal condition. Proper packaging ensures product visibility, brand recognition, and consumer appeal, enhancing the chances of sales. With dedicated shelves, refrigerated sections, or an online listing, e-commerce platforms and retail stores showcase a wide range of food items. Thus, the expanding organized retail & e-commerce industry bolsters the Europe food packaging market growth. Furthermore, the significance of commercial catering packaging lies in its ability to ensure food safety, hygiene, and convenience while optimizing operational efficiency. These packaging solutions are designed to meet the rigorous demands of large-scale food preparation, storage,

transportation, and serving. They include items such as bulk-sized food storage containers, disposable catering trays, insulated food carriers, and specialized packaging for everything from delicate pastries to hot entrees. Commercial catering packaging must excel in durability and functionality to withstand the challenges of the foodservice industry, such as temperature variations, transportation, and the need for rapid assembly and service. Moreover, commercial catering packaging solutions are essential for adhering to food safety regulations, as they help prevent cross-contamination and maintain food quality during the entire process, from preparation to presentation. Sustainability is also a growing concern in this sector, leading to innovations in eco-friendly catering packaging options, such as biodegradable utensils, compostable serving trays, and recyclable materials. These factors are driving the Europe food packaging market growth.

A few key players operating in the Europe food packaging market are Amcor Plc, Tetra Pak International SA, Crown Holdings Inc, Smurfit Kappa Group Plc, International Paper Co, DS Smith Plc, Ardagh Group SA, Huhtamaki Oyj, WestRock Co, and Pactiv Evergreen Inc. Players operating in the Europe food packaging market are highly focused on developing high-quality and innovative product offerings to fulfill customers' requirements.

The overall Europe food packaging market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the Europe food packaging market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts, such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants, such as valuation experts, research analysts, and key opinion leaders—specializing in the Europe food packaging market.

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