

North America 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 North America eco-friendly straws market is projected to grow significantly, reaching an estimated US\$ 5,565.1 million by 2031, up from US\$ 2,847.2 million in 2024. This growth represents a compound annual growth rate (CAGR) of 10.1% from 2025 to 2031.

Executive Summary and Market Analysis

The eco-friendly straws market in North America includes the United States, Canada, and Mexico. The growth of this market is largely driven by the expanding food service sector across the region. Research from the American Frozen Food Institute (AFFI) indicates that over 90% of food service operators utilize chilled and frozen foods to enhance customer service, which in turn increases the demand for eco-friendly straws, particularly in frozen beverages.

The rising environmental awareness and stringent regulations against single-use plastics are key factors contributing to the popularity of eco-friendly straws. As regulations on plastic usage tighten, the demand for sustainable alternatives like eco-friendly straws is on the rise. These straws are commonly used in various establishments, including restaurants, cafes, bars, and juice shops.

Strategic Insights

Market Segmentation

The North America eco-friendly straws market can be segmented by product type, material, and end user:

By Product Type: The market is divided into Straight Straws, Flexible Straws, and Others. In 2024, Straight Straws held the largest market share.

By Material: The materials used for eco-friendly straws include Paper, Polyhydroxyalkanoate (PHA), Polylactic Acid (PLA), Bamboo, Bagasse, Silicone, and Others. Paper straws dominated the market in 2024 due to their widespread acceptance and lower environmental impact.

By End User: The end users of eco-friendly straws include Food Service, Quick Service Restaurants, Cafes and Bars, Hotels and Fine Dining, Catering Services, Retail, Supermarkets, Convenience Stores, and Online Retail. The Food Service sector accounted for the largest share in 2024.

Market Outlook

Straws are essential for consuming both hot and cold beverages, and they are also popular for party decorations and craft projects. The global increase in plastic waste has prompted eco-conscious consumers to adopt more sustainable practices, leading to a shift towards eco-friendly straws. Paper straws, in particular, are gaining traction due to their rapid decomposition compared to plastic straws, which can take up to 200 years to break down. According to the UK Environment Agency, paper straws made from renewable resources decompose within 2 to 6 weeks, making them a more sustainable option.

High-quality paper straws can maintain their structural integrity for up to four hours in beverages, making them practical for various uses. Many fast-food chains have begun to replace plastic straws with paper alternatives to combat plastic pollution. The manufacturing process for paper straws is also less complex than that for silicone, bamboo, or bio-plastic straws, which further encourages their production and use.

Country Insights

The North America eco-friendly straws market is further segmented by country, with the United States holding the largest market share in 2024. Factors such as rapid urbanization, changing lifestyles, and the growing reliance on online food delivery services are reshaping the beverage industry in the US. The National Restaurant Association forecasts that the US foodservice industry will reach US\$ 1.5 trillion in sales by 2025, which will further drive the demand for eco-friendly straws.

Public awareness regarding plastic pollution, especially in oceans, is prompting both consumers and businesses to seek sustainable alternatives. Many states and municipalities in the US have enacted bans or restrictions on single-use plastic straws, with California, Oregon, and Hawaii leading the way. These regulations compel businesses to adopt eco-friendly straws to comply with legal requirements. However, the executive order signed by former President Donald J. Trump, which aimed to end the procurement and mandatory use of paper straws, could pose challenges for the market in the coming years.

Company Profiles

Key players in the eco-friendly straws market include 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, Shuangtong Daily Necessities Co., Ltd., and Y.W.

These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their market presence and offer innovative products to consumers.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macroeconomic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country-level data:

4. ECO-FRIENDLY STRAWS MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porters Five Forces Analysis
 - 4.2.1 Threat of New Entrants:
 - 4.2.2 Threat of Substitutes:
 - 4.2.3 Bargaining Power of Buyers:
 - 4.2.4 Bargaining Power of Suppliers:
 - 4.2.5 Competitive Rivalry:
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors or Suppliers
 - 4.3.4 End-Use Industry
 - 4.3.5 List of Vendors in the Value Chain
- 4.4 List of Potential Customers

5. NORTH AMERICA ECO-FRIENDLY STRAWS MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities
- 5.4 Future Trends
- 5.5 Impact of Drivers and Restraints:

6. ECO-FRIENDLY STRAWS MARKET - NORTH AMERICA MARKET ANALYSIS

- 6.1 North America Eco-friendly Straws Market Volume (Million Units), 2021 - 2031
- 6.2 North America Eco-friendly Straws Market Volume Forecast and Analysis (Million Units)
- 6.3 North America Eco-friendly Straws Market Revenue (US\$ Million), 2024 -2031
- 6.4 North America Eco-friendly Straws Market Forecast and Analysis

7. NORTH AMERICA ECO-FRIENDLY STRAWS MARKET VOLUME AND REVENUE ANALYSIS - BY PRODUCT TYPE

7.1 Straight Straws

7.1.1 Overview

7.1.2 Straight Straws: North America Eco-friendly Straws Market - Volume and Forecast, 2021 - 2031 (Million Units)

7.1.3 Straight Straws: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.2 Flexible Straws

7.2.1 Overview

7.2.2 Flexible Straws: North America Eco-friendly Straws Market - Volume and Forecast, 2021 - 2031 (Million Units)

7.2.3 Flexible Straws: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.3 Others

7.3.1 Overview

7.3.2 Others: North America Eco-friendly Straws Market - Volume and Forecast, 2021 - 2031 (Million Units)

7.3.3 Others: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8. NORTH AMERICA ECO-FRIENDLY STRAWS MARKET REVENUE ANALYSIS - BY MATERIAL

8.1 Paper

8.1.1 Overview

8.1.2 Paper: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.2 Polyhydroxyalkanoate (PHA)

8.2.1 Overview

8.2.2 Polyhydroxyalkanoate (PHA): North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.3 Polylactic Acid (PLA)

8.3.1 Overview

8.3.2 Polylactic Acid (PLA): North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.4 Bamboo

8.4.1 Overview

8.4.2 Bamboo: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.5 Bagasse

8.5.1 Overview

8.5.2 Bagasse: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.6 Silicone

8.6.1 Overview

8.6.2 Silicone: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.7 Others

8.7.1 Overview

8.7.2 Others: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9. NORTH AMERICA ECO-FRIENDLY STRAWS MARKET REVENUE ANALYSIS - BY END USER

9.1 Food Service

9.1.1 Overview

9.1.2 Food Service: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.2 Quick Service Restaurants

9.2.1 Overview

9.2.2 Quick Service Restaurants: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.3 Cafes and Bars

9.3.1 Overview

9.3.2 Cafes and Bars: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.4 Hotels and Fine Dining

9.4.1 Overview

9.4.2 Hotels and Fine Dining: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.5 Catering Service

9.5.1 Overview

9.5.2 Catering Service: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.6 Others Food Service

9.6.1 Overview

9.6.2 Others Food Service: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.7 Retail

9.7.1 Overview

9.7.2 Retail: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.8 Supermarket and Hypermarkets

9.8.1 Overview

9.8.2 Supermarket and Hypermarkets: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.9 Convenience Stores

9.9.1 Overview

9.9.2 Convenience Stores: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.10 Online Retail

9.10.1 Overview

9.10.2 Online Retail: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.11 Others Retail

9.11.1 Overview

9.11.2 Others Retail: North America Eco-friendly Straws Market - Revenue and

Forecast, 2021 - 2031 (US\$ Million)

10. NORTH AMERICA ECO-FRIENDLY STRAWS MARKET - COUNTRY ANALYSIS

10.1 North America

10.1.1 North America Eco-friendly Straws Market Revenue and Forecast and Analysis - by Country

10.1.1.1 North America Eco-friendly Straws Market Volume and Forecast and Analysis - by Country

10.1.1.2 North America Eco-friendly Straws Market Revenue and Forecast and Analysis - by Country

10.1.2.2 United States: North America Eco-friendly Straws Market - Revenue, Volume, and Forecast, 2021 - 2031 (US\$ Million, Million Units)

10.1.2.2.1 United States: North America Eco-friendly Straws Market Share - by Product Type

10.1.2.2.2 United States: North America Eco-friendly Straws Market Share - by Material

10.1.2.2.3 United States: North America Eco-friendly Straws Market Share - by End User

10.2.3.3 Canada: North America Eco-friendly Straws Market - Revenue, Volume, and Forecast, 2021 - 2031 (US\$ Million, Million Units)

10.2.3.3.1 Canada: North America Eco-friendly Straws Market Share - by Product Type

10.2.3.3.2 Canada: North America Eco-friendly Straws Market Share - by Material

10.2.3.3.3 Canada: North America Eco-friendly Straws Market Share - by End User

10.3.4.4 Mexico: North America Eco-friendly Straws Market - Revenue, Volume, and Forecast, 2021 - 2031 (US\$ Million, Million Units)

10.3.4.4.1 Mexico: North America Eco-friendly Straws Market Share - by Product Type

10.3.4.4.2 Mexico: North America Eco-friendly Straws Market Share - by Material

10.3.4.4.3 Mexico: North America Eco-friendly Straws Market Share - by End User

11 COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis by Key Players

11.2 Ranking by Key Players

12 INDUSTRY LANDSCAPE

- 12.1 Overview
- 12.2 New Product Development
- 12.3 Merger and Acquisition
- 12.4 Other Strategic Developments

13 COMPANY PROFILES

- 13.1 Duni AB
 - 13.1.1 Key Facts
 - 13.1.2 Business Description
 - 13.1.3 Products and Services
 - 13.1.4 Financial Overview
 - 13.1.5 SWOT Analysis
 - 13.1.6 Key Developments
- 13.2 Tetra Pak International SA
 - 13.2.1 Key Facts
 - 13.2.2 Business Description
 - 13.2.3 Products and Services
 - 13.2.4 Financial Overview
 - 13.2.5 SWOT Analysis
 - 13.2.6 Key Developments
- 13.3 Huhtamaki Oyj
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services
 - 13.3.4 Financial Overview
 - 13.3.5 SWOT Analysis
 - 13.3.6 Key Developments
- 13.4 Pactiv LLC
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview
 - 13.4.5 SWOT Analysis
 - 13.4.6 Key Developments
- 13.5 Canubio
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services

- 13.5.4 Financial Overview
- 13.5.5 SWOT Analysis
- 13.5.6 Key Developments
- 13.6 Kurma Descartaveis
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 Pixpel Embalagens Sustentaveis LTDA
 - 13.7.1 Key Facts
 - 13.7.2 Business Description
 - 13.7.3 Products and Services
 - 13.7.4 Financial Overview
 - 13.7.5 SWOT Analysis
 - 13.7.6 Key Developments
- 13.8 Ecofactory
 - 13.8.1 Key Facts
 - 13.8.2 Business Description
 - 13.8.3 Products and Services
 - 13.8.4 Financial Overview
 - 13.8.5 SWOT Analysis
 - 13.8.6 Key Developments
- 13.9 EcoBiodegrad?vel
 - 13.9.1 Key Facts
 - 13.9.2 Business Description
 - 13.9.3 Products and Services
 - 13.9.4 Financial Overview
 - 13.9.5 SWOT Analysis
 - 13.9.6 Key Developments
- 13.10 Greenprint LLC
 - 13.10.1 Key Facts
 - 13.10.2 Business Description
 - 13.10.3 Products and Services
 - 13.10.4 Financial Overview
 - 13.10.5 SWOT Analysis
 - 13.10.6 Key Developments
- 13.11 GreenStraw-Official

- 13.11.1 Key Facts
- 13.11.2 Business Description
- 13.11.3 Products and Services
- 13.11.4 Financial Overview
- 13.11.5 SWOT Analysis
- 13.11.6 Key Developments
- 13.12 Hefei Sumkoka Environmental Technology Co.,Ltd
 - 13.12.1 Key Facts
 - 13.12.2 Business Description
 - 13.12.3 Products and Services
 - 13.12.4 Financial Overview
 - 13.12.5 SWOT Analysis
 - 13.12.6 Key Developments
- 13.13 Footprint
 - 13.13.1 Key Facts
 - 13.13.2 Business Description
 - 13.13.3 Products and Services
 - 13.13.4 Financial Overview
 - 13.13.5 SWOT Analysis
 - 13.13.6 Key Developments
- 13.14 Jungle Culture
 - 13.14.1 Key Facts
 - 13.14.2 Business Description
 - 13.14.3 Products and Services
 - 13.14.4 Financial Overview
 - 13.14.5 SWOT Analysis
 - 13.14.6 Key Developments
- 13.15 Simply Straws LLC
 - 13.15.1 Key Facts
 - 13.15.2 Business Description
 - 13.15.3 Products and Services
 - 13.15.4 Financial Overview
 - 13.15.5 SWOT Analysis
 - 13.15.6 Key Developments
- 13.16 Biopac Ltd
 - 13.16.1 Key Facts
 - 13.16.2 Business Description
 - 13.16.3 Products and Services
 - 13.16.4 Financial Overview

- 13.16.5 SWOT Analysis
- 13.16.6 Key Developments
- 13.17 Stroodles- The Pasta Straws
 - 13.17.1 Key Facts
 - 13.17.2 Business Description
 - 13.17.3 Products and Services
 - 13.17.4 Financial Overview
 - 13.17.5 SWOT Analysis
 - 13.17.6 Key Developments
- 13.18 Hoffmaster Group Inc
 - 13.18.1 Key Facts
 - 13.18.2 Business Description
 - 13.18.3 Products and Services
 - 13.18.4 Financial Overview
 - 13.18.5 SWOT Analysis
 - 13.18.6 Key Developments
- 13.19 Vegware
 - 13.19.1 Key Facts
 - 13.19.2 Business Description
 - 13.19.3 Products and Services
 - 13.19.4 Financial Overview
 - 13.19.5 SWOT Analysis
 - 13.19.6 Key Developments
- 13.20 Shuangtong Daily Necessities Co., Ltd. Y.W.
 - 13.20.1 Key Facts
 - 13.20.2 Business Description
 - 13.20.3 Products and Services
 - 13.20.4 Financial Overview
 - 13.20.5 SWOT Analysis
 - 13.20.6 Key Developments

14. APPENDIX

- 14.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. North America Eco-friendly Straws Market Segmentation

Table 2. List of Vendors

Table 3. North America Eco-friendly Straws Market - Volume and Forecast, 2021 - 2031 (Million Units)

Table 4. North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Table 5. North America Eco-friendly Straws Market - Volume and Forecast, 2021 - 2031 (Million Units) - by Product Type

Table 5. North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 6. North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Material

Table 7. North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 8. North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Country

Table 9. United States: North America Eco-friendly Straws Market - Volume and Forecast, 2021 - 2031 (Million Units) - by Product Type

Table 10. United States: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 11. United States: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Material

Table 12. United States: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 13. Canada: North America Eco-friendly Straws Market - Volume and Forecast, 2021 - 2031 (Million Units) - by Product Type

Table 14. Canada: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 15. Canada: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Material

Table 16. Canada: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 17. Mexico: North America Eco-friendly Straws Market - Volume and Forecast, 2021 - 2031 (Million Units) - by Product Type

Table 18. Mexico: North America Eco-friendly Straws Market - Revenue and Forecast,

2021 - 2031 (US\$ Million) - by Product Type

Table 19. Mexico: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Material

Table 20. Mexico: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 21. Heat Map Analysis by Key Players

List Of Figures

LIST OF FIGURES

- Figure 1. North America Eco-friendly Straws Market Segmentation - Country
- Figure 2. Porter's Analysis
- Figure 3. Ecosystem: Eco-friendly Straws Market
- Figure 4. North America Eco-friendly Straws Market - Key Market Dynamics
- Figure 5. Impact Analysis of Drivers and Restraints
- Figure 6. North America Eco-friendly Straws Market Volume (Million Units), 2021 - 2031
- Figure 7. North America Eco-friendly Straws Market Revenue (US\$ Million), 2024 - 2031
- Figure 8. North America Eco-friendly Straws Market Share (%) - by Product Type, 2024 and 2031
- Figure 9. Straight Straws: North America Eco-friendly Straws Market - Volume and Forecast, 2021 - 2031 (Million Units)
- Figure 9. Straight Straws: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 10. Flexible Straws: North America Eco-friendly Straws Market - Volume and Forecast, 2021 - 2031 (Million Units)
- Figure 10. Flexible Straws: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 11. Others: North America Eco-friendly Straws Market - Volume and Forecast, 2021 - 2031 (Million Units)
- Figure 11. Others: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 12. North America Eco-friendly Straws Market Share (%) - by Material, 2024 and 2031
- Figure 13. Paper: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 14. Polyhydroxyalkanoate (PHA): North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 15. Polylactic Acid (PLA): North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 16. Bamboo: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 17. Bagasse: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 18. Silicone: North America Eco-friendly Straws Market - Revenue and Forecast,

2021 - 2031 (US\$ Million)

Figure 19. Others: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 20. North America Eco-friendly Straws Market Share (%) - by End User, 2024 and 2031

Figure 21. Food Service: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 22. Quick Service Restaurants: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 23. Cafes and Bars: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 24. Hotels and Fine Dining: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 25. Catering Service: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 26. Others Food Service: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 27. Retail: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 28. Supermarket and Hypermarkets: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 29. Convenience Stores: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 30. Online Retail: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 31. Others Retail: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 32. North America Eco-friendly Straws Market Breakdown by Key Countries, 2024 and 2031 (%)

Figure 33. United States: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 34. Canada: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 35. Mexico: North America Eco-friendly Straws Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 36. Ranking by Key Players

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