

South & Central 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 South & Central America Eco-friendly Straws Market is projected to grow significantly, reaching an estimated US\$ 2,188.7 million by 2031, up from US\$ 1,069.7 million in 2024. This growth represents a compound annual growth rate (CAGR) of 10.8% from 2025 to 2031, driven by various factors including population growth, a shift towards healthier eating habits, and an increasing demand for food services.

Key contributors to the eco-friendly straws market in this region include Brazil, Argentina, and other countries in South & Central America. The food service sector is expanding rapidly, fueled by a rising population and a growing trend of dining out. Additionally, the online food delivery market is playing a crucial role in the adoption of eco-friendly straws, as restaurants seek sustainable alternatives to traditional plastic

straws. Notably, the hotel industry is also investing in eco-friendly practices, with brands like Four Seasons Hotels Limited planning to open new locations that will utilize eco-friendly straws in their dining establishments.

The market segmentation reveals that by product type, straight straws dominate the market share, while paper straws lead in material type. The food service sector is the largest end user of eco-friendly straws, highlighting the importance of sustainability in the restaurant and hospitality industries.

Consumer behavior is increasingly influenced by sustainability, with eco-friendly straws becoming a key differentiator for brands in the food service industry. The environmental impact of plastic waste, particularly from quick-service restaurants, has become a pressing issue, contributing to ocean pollution and landfill overflow. In response, many quick-service restaurants are shifting towards reusable and sustainable packaging solutions. For instance, Burger King has introduced a range of sustainable packaging items, including eco-friendly straws, while Starbucks has eliminated single-use plastic straws in favor of lids that can be used without straws. Taco Bell has also transitioned to paper straws in locations where plastic bans are enforced.

By reducing reliance on single-use plastics, quick-service restaurants can improve waste management, reduce procurement costs, and enhance operational efficiency. This shift not only helps the environment but also attracts environmentally conscious consumers, creating lucrative opportunities for the eco-friendly straws market.

Geographically, the market is segmented into Brazil, Argentina, and the Rest of South & Central America, with the latter holding the largest market share in 2024. Countries such as Chile, Peru, Colombia, and Costa Rica are expected to drive future growth due to their economic development, increasing consumer preference for biodegradable products, and a growing interest in dining out. The expansion of the retail sector in these countries is also facilitating wider access to eco-friendly straws, further boosting market growth.

Several key players are operating in the South & Central America Eco-friendly Straws Market, including Duni AB, Tetra Pak International SA, Huhtamaki Oyj, and Pactiv LLC, among others. These companies are employing various strategies such as product innovation, expansion, and mergers and acquisitions to enhance their market presence and offer innovative solutions to consumers.

In summary, the South & Central America Eco-friendly Straws Market is poised for

substantial growth, driven by increasing consumer demand for sustainable products, the expansion of the food service sector, and the proactive measures taken by restaurants and hotels to reduce plastic waste. As the market evolves, it presents significant opportunities for companies that prioritize sustainability and innovation in their product offerings.

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