

Bio PE Pouches Market: Current Analysis and Forecast (2024-2032)

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Abstracts

The Bio PE Pouches Market is witnessing a steady growth rate of 7.41% within the forecast period. The bio-based polyethylene (Bio-PE) pouch is booming due to the growth of biobased packaging, which acts as a green alternative to standard plastic packaging. Bio PE pouches are produced from renewable resources such as sugarcane ethanol, and this gives them the environmental sense of being biodegradable and recyclable solutions for those industries that are looking to reduce their carbon footprints. These pockets are growing in acceptance due to the increased awareness of the environment, strict government regulations, and consumer behavior toward sustainable packaging. Bio PE pouches are used in various applications in food & beverages, personal care, pharmaceuticals as well as retail packaging. The overall growth of the FMCG sector, increasing e-commerce industry, and rapidly advancing technology in bio-based films and compostable packaging are some of the driving factors for this market. Other market drivers for Bio PE pouches include corporate sustainability initiatives, plastic bans, and policies on a circular economy, making them a key innovation in sustainable packaging internationally.

Based on type, the bio-PE pouches market is segmented into Hot Fill, Cold Fill, and Ambient Fill. In 2023, the hot-fill bio-PE pouches market dominated the market and is expected to maintain its leading position throughout the forecast period. The Hot Fill pouches are thermostable (more than 85 °C/185 °F), making them suitable for application in heat treatments for juices, sauces, soups, and ready-to-drink. Hence, this enables the proper elimination of bacteria and enhances the shelf life of products devoid of preservatives. This has thus become a significant advantage in industries that have commenced natural, clean labels and minimal processing. Additionally, consumer acceptance of sustainable packaging has shifted food and beverage manufacturers towards

adopting bio-based materials like Bio PE, which are recyclable and compostable. FMCG companies such as Coca-Cola, Nestlé, and Unilever are on their way to becoming fully eco-friendly wrapped products, hence a boost in demand for such products. The other factor that has fast-tracked this transition is the government regulation on single-use plastics. On the other hand, with the growing e-commerce, lightweight, flexible packing in logistics will mean less cost towards package distribution, thereby keeping hot-fill bio-PE pouches the first-choice sustainable high-preference packaging solution.

Based on applications, the bio-PE pouches market is segmented into Personal Care, Food & Beverages, Consumer Goods, and Others. The Food & Beverages segment held the largest market share for Bio PE Pouches in 2023, primarily due to the growing demand for sustainable and biodegradable solutions for packaging. Consumers are now using greener packaging for food and beverages because of their environmental concerns, so brands are replacing traditional plastics with bio-based PE pouches. For instance, according to the report published by the Sustainable Packaging Coalition, on average, 60% of food & beverage companies have started investing in biodegradable and recyclable materials. For instance, Nestlé launched a bio-based recyclable pouch for baby food that uses sugarcane-derived PE, producing fewer emissions while still being safe for the product. Additionally, PepsiCo also launched compostable bio-PE packaging for its snack brands as a significant contributor to this segment. Thus, the increasing adoption of bio-PE pouches in sauces, dairy products, juices, and snacks further strengthens the Food & Beverages sector as the largest application in the Bio PE Pouches market.

For a better understanding of the market of the bio-PE pouches market, the market is analyzed based on its worldwide presence in countries such as North America (The US, Canada, and Rest of North America), Europe (Germany, The UK, France, Italy, Spain, Rest of Europe), Asia-Pacific (China, Japan, India, Rest of Asia-Pacific), Rest of World. Europe holds the maximum share in the global bio-PE pouches market in 2023. This is due to its strong focus on sustainability and eco-friendly packaging solutions. The stringent regulations within the region encourage companies to use biodegradable and renewable materials to further propel the bio-PE pouches, which are made from bio-based polyethylene. The European Union Act on Single Use Plastics Directive (SUPD) aims to phase out all non-recyclable and fossil fuel-based plastics in packaging. Other restrictions, such as strict tax policies regarding plastic imposed on the government across Europe to make businesses switch to bio-based and

compostable materials, are also driving the market. For instance, in 2022, according to the report published by Packaging Europe, preference ratings regarding economically and ecologically balanced packaging medium shifted from 81% in 2019 to 86% in 2022. Such priority focuses on environmental concerns by the consumers and industries in Europe would demand bio-PE pouches, thereby solidifying Europe's stronghold in the market. Moreover, extensive European facilities for recycling and heavy investment in R&D also made the mass production and adoption of Bio PE pouches quite easy. Germany and France lead the pack, with the likes of Novamont and Mondi championing the development of high-performance bio-based packaging compliant with EU Green Deal targets.

Some of the major players operating in the market include Amcor plc, Mondi, Sealed Air, Coveris, Berry Global Inc., Sirane, Guala Pack S.p.a., TekPak Solutions, Huhtamaki, and Sonoco Products Company.

Contents

1 MARKET INTRODUCTION

- 1.1. Market Definitions
- 1.2. Main Objective
- 1.3. Stakeholders
- 1.4. Limitation

2 RESEARCH METHODOLOGY OR ASSUMPTION

- 2.1. Research Process of the Bio PE Pouches Market
- 2.2. Research Methodology of the Bio PE Pouches Market
- 2.3. Respondent Profile

3 EXECUTIVE SUMMARY

- 3.1. Industry Synopsis
- 3.2. Segmental Outlook
 - 3.2.1. Market Growth Intensity
- 3.3. Regional Outlook

4 MARKET DYNAMICS

- 4.1. Drivers
- 4.2. Opportunity
- 4.3. Restraints
- 4.4. Trends
- 4.5. PESTEL Analysis
- 4.6. Demand Side Analysis
- 4.7. Supply Side Analysis
 - 4.7.1. Merger & Acquisition
 - 4.7.2. Investment Scenario
 - 4.7.3. Industry Insights: Leading Startups and Their Unique Strategies

5 PRICING ANALYSIS

- 5.1. Regional Pricing Analysis
- 5.2. Price Influencing Factors

6 GLOBAL BIO PE POUCHES MARKET REVENUE (USD MN), 2022-2032F

7 MARKET INSIGHTS BY TYPE

- 7.1. Hot Fill
- 7.2. Cold Fill
- 7.3. Ambient Fill

8 MARKET INSIGHTS BY APPLICATION

- 8.1. Personal Care
- 8.2. Food & Beverages
- 8.3. Consumer Goods
- 8.4. Others

9 MARKET INSIGHTS BY REGION

- 9.1. North America
 - 9.1.1. The US
 - 9.1.2. Canada
 - 9.1.3. Rest of North America
- 9.2. Europe
 - 9.2.1. Germany
 - 9.2.2. The UK
 - 9.2.3. France
 - 9.2.4. Italy
 - 9.2.5. Spain
 - 9.2.6. Rest of Europe
- 9.3. Asia-Pacific
 - 9.3.1. China
 - 9.3.2. Japan
 - 9.3.3. India
 - 9.3.4. Rest of Asia-Pacific
- 9.4. Rest of World

10 VALUE CHAIN ANALYSIS

- 10.1. Marginal Analysis

10.2. List of Market Participants

11 COMPETITIVE LANDSCAPE

11.1 Competition Dashboard

11.2. Competitor Market Positioning Analysis

11.3. Porter Five Forces Analysis

12 COMPANY PROFILES

12.1. Amcor plc

12.1.1. Company Overview

12.1.2. Key Financials

12.1.3. SWOT Analysis

12.1.4. Product Portfolio

12.1.5. Recent Developments

12.2. Mondi

12.3. Sealed Air

12.4. Coveris

12.5. Berry Global Inc.

12.6. Sirane

12.7. Guala Pack S.p.a.

12.8. TekPak Solutions

12.9. Huhtamaki

12.9. Sonoco Products Company

13 ACRONYMS & ASSUMPTION

14 ANNEXURE

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