

# OVERVIEW of the Global Packaging Market



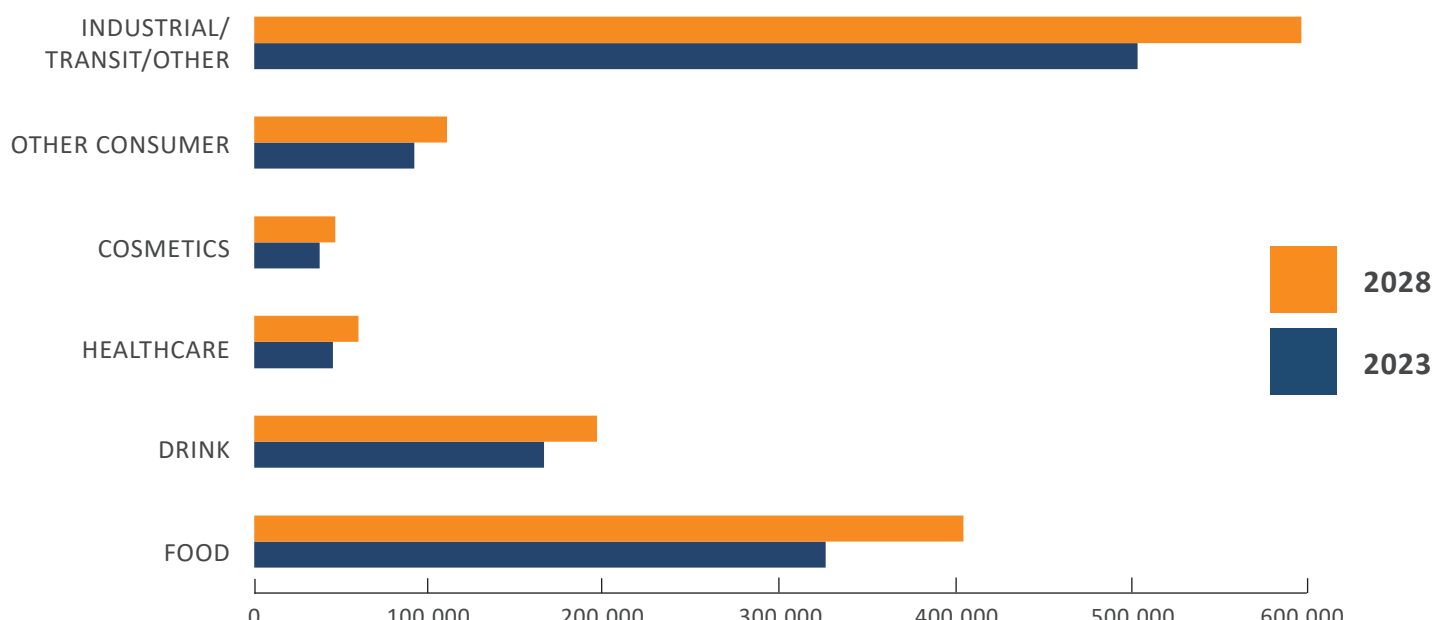
**\$1.42 trillion**

The global packaging market is forecast to reach \$1.42 trillion in 2028

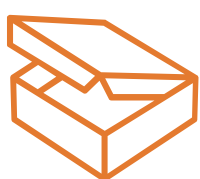
**3.9%**

Globally, the packaging market is forecast to expand at a CAGR of 3.9% to 2028

## PACKAGING CONSUMPTION BY END-USE (\$ million)



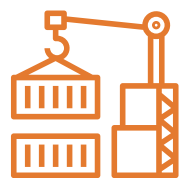
## GLOBAL PACKAGING TRENDS



Packaging sales are influenced by a range of factors, including urbanisation, growing disposable incomes in emerging economies, ageing and growing populations, and smaller family units. Board packaging has the biggest market share by material type, at 32%, followed by flexible packaging at 26%.



Flexible packaging will grow at the fastest rate – 4.4% CAGR for 2023–28. Flexible plastic, the largest product type within flexible packaging, is expected to grow at 5.1% CAGR to 2028, as it replaces glass jars and metal cans in various applications.

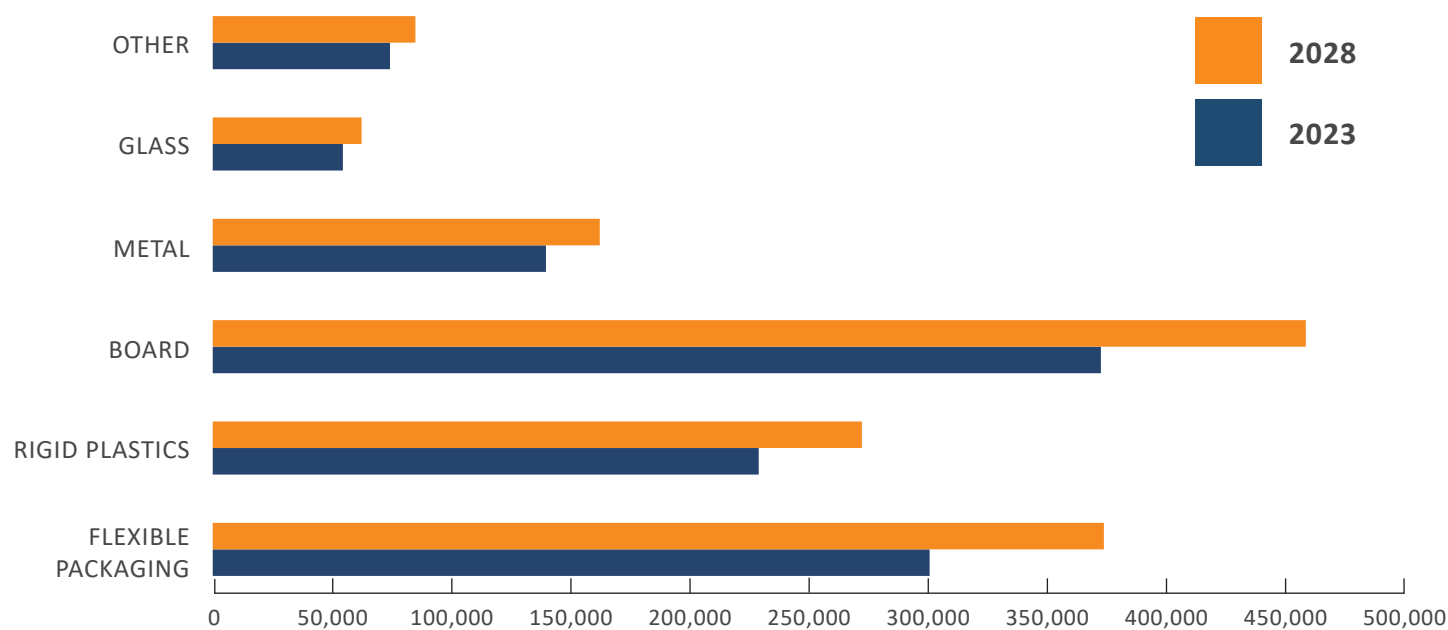


The industrial/transit/other category has the greatest market share, with 43% in 2023, followed by food (28%) and drinks (14%).

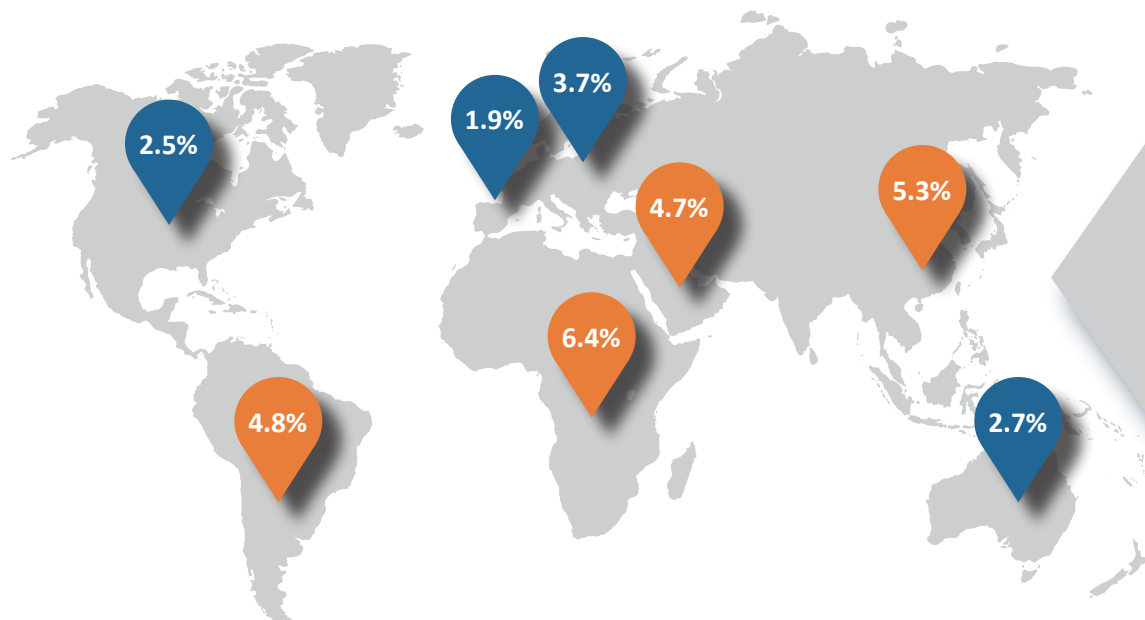


Healthcare (5.7% CAGR) and food (4.4% CAGR) are predicted to grow at the fastest rates to 2028, followed by cosmetics (4.2% CAGR).

## PACKAGING CONSUMPTION BY TYPE (\$ million)



## REGIONAL PACKAGING GROWTH RATES, 2023-2028 (CAGR)



- Africa, Asia and South & Central America are forecast to grow at above average rates to 2028.
- Demand is driven by urbanisation, rising real incomes and the development of more sophisticated logistics and retail infrastructure.

## ABOUT THE REPORT

*The Future of Global Packaging to 2028* examines the increasing global demand for more and better packaging. The report analyses the fastest growing end uses and the trends that are driving this acceleration; as well as the impact of global issues. Global forecasts are combined with profiles for 50 national markets, supported by granular value and volume data divided by end-use, material type, region and country.



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