



Better quality of life, through  
better packaging, for more people

# FACTS & FIGURES

## **Introduction:**

***The Facts & Figures is another information resource provided by WPO to its members. The numbers and trends published in this document are extracted from press material provided by the international consultancy Markets & Markets. As much as possible, WPO will update these information and the document will be available for WPO members consultancy in WPO webpage in the Resources area.***

## **A**

### **[Aerosol Cans](#)**

**The aerosol cans market size is projected to grow from USD 10.2 billion in 2021 to USD 12.2 billion by 2026, at a CAGR of 3.7%.** The market is witnessing growing demand from end-use industries such as personal care, household care, automotive, healthcare, and others. Aluminum material accounts for the largest share in the global aerosol cans market during the forecast period due to its wide range of properties - lightweight, shatterproof, impermeable, flexible in nature, corrosion-resistant, and recyclable. **The emerging economies** such as **BRIC** (Brazil, Russia, India, and China) and **CIVETS** (Colombia, Indonesia, Vietnam, Egypt, Turkey, and South Africa) are expected to account for a significant market growth of the global aerosol cans in the upcoming years.

### **[Agricultural Films](#)**

**The Agricultural Films Market is projected to reach USD 15.7 billion by 2026, at a CAGR of 6.5% from USD 11.5 billion in 2021.** The growth of the agricultural films market has been influenced by new product launches that were undertaken between 2016 and 2020. **Merger & acquisitions, investments & expansions, partnerships & collaborations**, and new product developments are some of the major strategies adopted by these key players to enhance their positions in this market.

### **[Aluminum Caps & Closures](#)**

The global aluminum caps & closures market size is projected to grow from USD **6.2 billion in 2020 to USD 7.6 billion by 2025**, at a CAGR of 3.9% between 2020 and 2025. These items are used to seal contents within containers, safeguard the packaged product, and to extend the shelf life of the product. The sector is witnessing high growth because of the increasing demand for convenience food by consumers and concerns about food product safety. Product differentiation and branding are also possible using aluminum caps & closures.

### **Anti-counterfeit Packaging**

**The anti-counterfeit packaging market size is projected to grow from USD 117.2 billion in 2021 to USD 211.3 billion by 2026**, at a CAGR of 12.5% from 2021 to 2026. The market is driven by factors such as strong growth in the demand from the food & beverage and pharmaceutical & healthcare sectors. The growing pharmaceutical & healthcare industry and rise in counterfeit products in the market are the major drivers of the anti-counterfeit packaging market.

### **Antimicrobial Plastics**

**Antimicrobial plastics market is projected to reach USD 66.7 billion by 2026, at a CAGR of 10.8% from USD 40.0 billion in 2021.** Merger & acquisitions, investments & expansions, partnerships & collaborations, and new product developments are some of the major strategies adopted by these key players to enhance their positions in this market.

Players in the antimicrobial plastics market are mainly concentrating on new product launches and acquisitions to meet the growing demand for antimicrobial plastics for various end-use industry. New product launches help companies to strengthen their product portfolio and meet the specific demands of customers.

### **Aseptic Packaging**

**Aseptic packaging market is projected to grow from USD 63.1 billion in 2021 to USD 83.8 billion by 2026**, at a CAGR of 5.8% during the forecast period. Players of this sector have implemented strategies such as new product developments, expansions & investments, mergers & acquisitions, agreements & joint ventures to strengthen their position in the market.

**B**

### [Bag-in-box](#)

**The global bag-in-box market size is projected to grow from USD 1.6 billion in 2019 to USD 1.9 billion by 2024, at a CAGR of 3.8% from 2019 to 2024.** The market is projected to grow in accordance with the growth of various end-uses of bag-in-box across the globe. Increasing sustainable packaging trend and the rise in wine production along with growing consumption of packed food and beverages are expected to support market growth during the forecast period.

In terms of value and volume, the <1 liter capacity segment is estimated to be the fastest-growing in the bag-in-box market in 2019. The beverages segment is estimated to be a largest end-use market in the bag-in-box market in 2019. The European region is projected to account for the largest share in the bag-in-box market during the forecast period (2019-2024).

### [Beverage Carton Packaging Machinery](#)

**The beverage carton packaging machinery market was USD 746.9 Million in 2017 and reached USD 840.7 Million by 2022,** at a CAGR of 2.39%. The growth of this sector can be attributed to an increase in the consumption of personal care & hygiene products in emerging economies and rise in the number of production facilities of beverage carton packaging machinery.

The automatic segment was the highest CAGR during the forecast period and horizontal end-side load cartoners segment was the fastest-growing type. The Asia Pacific region registered the highest CAGR growing during the forecast period.

### [Biodegradable Plastics](#)

**The global biodegradable plastics market size is projected to grow from USD 7.7 billion in 2021 to USD 23.3 billion by 2026,** at a CAGR of 24.9% between 2021 and 2026. Biodegradable plastics are defined as plastics that undergo biodegradation (a process in which the degradation results from the action of naturally occurring micro-organisms such as bacteria, fungi, and algae). They decompose naturally within three-to-six months under the industrial composting system. Biodegradable plastics possess a high potential for growth due to their positive effect on the environment, like lower carbon footprint, reduced waste, improved composability, and decreased energy costs.

### [Blister Packaging](#)

**The size of blister packaging market is projected to grow from USD 24.1 billion in 2020 to USD 34.1 billion by 2025**, at a CAGR of 7.2%. The blister packaging market is witnessing high growth owing to downsizing of packaging and requirement of fewer resources in blister packaging.

Carded is the largest type segment of the this market and plastic films the largest material segment of the blister packaging, having APAC as the fastest-growing market for this packaging.

### **BOPP Films**

**Size of the market is projected to grow from USD 24.2 billion in 2020 to USD 31.4 billion by 2025, at a CAGR of 5.3% from 2020 to 2025.** The market is projected to grow in accordance with the growth of the packaging industry across the globe. BOPP film products are known for their properties, such as increased toughness, improved oil and grease resistance, enhanced clarity, increased stiffness, and enhanced barrier properties to water vapor and oxygen. These properties of BOPP film products increase their preference in a wide range of applications.

### **Breathable Films**

**The breathable films market is estimated to be USD 2.6 billion in 2020 and is projected to reach USD 3.9 billion by 2025**, at a CAGR of 8.2% between 2020 to 2025. The breathable films market is driven by growing awareness regarding health & hygiene and increasing usage of breathable films in premium hygiene products in both developed and developing countries.



### **Caps & Closures**

**The global caps & closures market size is projected to reach USD 85.0 billion by 2026**, at a CAGR of 5.5% from 2021 to 2026. The driving factors for the caps & closures market is increase in demand for easy-to-open and sustainable packs, demographic trends, and rapid urbanization contribute to the demand and adoption rate of caps & closures. These are widely used in the food & beverage industry for various applications, such as bottled water, carbonated drinks, mayonnaise, ketchup, and alcoholic beverages. Caps & closures help extend the shelf life of products, provide a barrier to dirt and moisture, and balance the oxygen content of the packed product. Import and export of caps & closures have been gaining importance with its increasing demand.

## [Corrugated Boxes](#)

**The global corrugated boxes market size is estimated at USD 67.6 billion in 2021 and is projected to reach USD 80.8 billion by 2026**, at a CAGR of 3.6%. The corrugated boxes market is witnessing high growth owing to the growing demands from the e-commerce sector, food & beverage industry, electronic industry, industrial sector and the increasing disposable income in developing countries. The increasing inclination towards consumer goods and other end-uses is also driving the market.

## [Cosmetic Packaging](#)

The interest for cosmetic packaging can be credited to the high development and expansion of cosmetic items across the globe. Factors, for example, appeal from cosmetic brands for inventive, alluring and sustainable packaging across the globe are driving the interest for cosmetic packaging.

**The global cosmetic packaging market size is projected to grow from USD 49.4 billion in 2020 to USD 60.9 billion by 2025**, at a CAGR of 4.03% from 2020 to 2025. The market is projected to grow in accordance with the growth of the cosmetic industry across the globe. Factors such as an increase in the innovations in packaging, and a boost in the demand for cosmetics from the youth population is expected to drive the market for cosmetic packaging.

# D

## [Digital Printing Packaging](#)

**The global digital printing packaging market size is projected to grow from USD 29.4 billion in 2022 to USD 45.1 billion by 2027**, at a CAGR of 8.9% from 2022 to 2027. The growth of the digital printing packaging market is attributed to incorporation of digital printing into different packaging media, such as corrugated boxes, cartons, bags, metal, cans, tags, and labels.

Digital printing on packaging mediums provides a variety of benefits, such as photo-realistic illustrations, aesthetic appeal, and better communicability, and also plays a role in the marketing, promotional, and distributional activities of end-products. In 2020, the digital printing packaging market was significantly impacted by the COVID-19 pandemic, with a substantial decline in its CAGR. However, recovery was witnessed with a positive impact on the digital printing

packaging market because of demand in the construction sector in 2021.

### [Dunnage Packaging](#)

**This market is expected to grow from USD 3.0 billion in 2019 to USD 4.0 billion by 2024**, at a CAGR of 5.0% during the forecast period. The market is witnessing significant growth because of the growing demand from various end-use industries such as automotive, and electronics. Dunnage packaging has multiple features, durability, cost-benefit, and environmental friendly resulting in its increasing adoption.

## E

### [E-commerce Packaging](#)

**This segment is projected to grow from USD 69.3 billion in 2023 to USD 111.9 billion by 2028, at a CAGR of 10.0%.** Due to a number of factors, corrugated boards dominate the market for E-Commerce packaging. Firstly, corrugated board is a dependable option for E-Commerce packaging since it provides superior strength, durability, and protection for goods throughout delivery. Secondly, because it is mostly constructed from recycled materials and is readily recyclable, it is a sustainable and environmentally beneficial choice. The corrugated board also offers customization and branding possibilities, giving customers an aesthetically pleasing unboxing experience.

## F

### [Flexible Paper](#)

**The global flexible paper packaging market size is projected to grow from USD 64.4 billion in 2021 to USD 79.1 billion by 2026 at a CAGR of 4.2% from 2021 to 2026.** The growth is justified because paper for packaging is lighter in weight, cost-efficient, and uses less material as compared to other forms of packaging. The growth of the flexible paper packaging market is attributed to its high efficiency and cost-effective nature. Flexible packaging is particularly useful in industries that require versatile packagings, such as food & beverage, personal care, home care, and healthcare

### [Flexible Plastic](#)

**The global flexible plastic packaging market was valued at USD 248.9 billion in 2022 and is projected to reach USD 315.5 billion by 2027, growing at a cagr 4.8% from 2022 to 2027.**

The market is projected to grow in accordance with the increase in the demand for flexible plastic packaging for food, beverage, and cosmetics products across the globe. Furthermore, the flexible plastic packaging market has witnessed a significant increase in its demand for the supply of grocery, drugs, and vegetables & meat through online channels, during the ongoing COVID-19 pandemic.

Flexible packaging is a method of packaging goods in a more affordable and adaptable way by using materials that aren't rigid in nature. It is a relatively new technique in the packaging industry, but it has gained popularity because of its great effectiveness and low cost. A wide variety of flexible packaging products, such as pouches, bags, sachets, roll stocks, wraps, and others, are produced from a variety of flexible raw materials such as metal, plastic, and paper. Industries that require versatile packaging, like the food and beverage, personal care, and pharmaceutical sectors, can benefit greatly from flexible packaging.

### **[Flexible Plastic Pouch](#)**

**The global flexible plastic pouches market size is estimated at USD 53.7 billion in 2021 and is projected to reach USD 73.5 billion by 2026, at a CAGR of 6.5%.** This market is witnessing high growth owing to the increase in demand for lightweight, convenient, and cost-effective packaging products & solutions for food and beverage applications.

Since pandemic, **alcohol packaging in pouches has gained popularity**. Pouches are flexible, compact, lightweight, and cost-effective; they also contribute to aesthetic appeal and have the ability to preserve flavor & quality, which contribute to their increasing adoption in alcohol packaging. Furthermore, they also have oxygen & contamination barrier properties, which play a vital role in extending the freshness of the product. Currently, pouches are increasingly used for the packaging of wine, spirits, and beer. This packaging format for alcohol is largely used in the US, Australia, and South Africa.

### **[Food Packaging Films](#)**

**The market** size was USD 49.8 billion in 2021 and is projected to reach USD 72.3 billion by 2027, at a CAGR of 6.4%. The growth of the food packaging films market is estimated to be driven by the growing demand for convenience food items and innovative packaging solutions that ensure extended shelf life of food items.

## [Fresh Food Packaging](#)

The study considers the following materials PE, PP, Paper, Aluminum, BOPET, PVC, pack type Converted Roll Stock, Gusseted Bags, Flexible Paper, Corrugated Box, and application Meat Products, Vegetables, Seafood, Fruits. **And the global market size is projected to grow from USD 79.8 billion in 2020 to USD 95.2 billion by 2025, at a CAGR of 3.5% between 2020 and 2025.** Packaging plays a vital role in keeping the product fresh, damage-proof and acts as an efficient marketing tool. The fresh food packaging market has been growing in tandem with the growth of the food packaging industry. The fresh food packaging market is segmented based on material, pack type, application, and region. The growth of fresh food packaging has been witnessed due to the growth in the meat products and vegetables application.

## **I**

## [Industrial Packaging](#)

**The global market size is projected to grow from USD 58.8 billion in 2020 to USD 72.6 billion by 2025,** at a CAGR of 4.3% from 2020 to 2025 in accordance with the increase in the demand for industrial packaging for food & beverage products across the globe. Furthermore, the industrial packaging market has witnessed significant increase in its demand for the supply of goods to grocery stores, retailers, pharmacies, and hospitals, during the ongoing COVID-19 pandemic.

## [Insulated Packaging](#)

**The new market research reports the market size is expected to grow from USD 11.4 billion in 2020 to USD 15.8 billion by 2025,** at a CAGR of 6.7% during the forecast period. Insulated packaging is used across industries, such as Food & Beverages, Industrial, Pharmaceuticals, Cosmetics, and Others. In the insulated packaging market, food & beverages is the key end-use industry owing to the wide applications of these insulated packaging. The companies in this market adopted expansion, joint venture, and merger & acquisition as their key growth strategies between 2017 and 2020 to earn a competitive advantage.

## **L**



## [Linerless Labels](#)

**The global market size is projected to grow from USD 1.7 billion in 2021 to USD 2.2 billion by 2026, at a CAGR of 4.8% from 2021 to 2026.** The market is projected to grow in accordance with the increase in the demand for linerless labels in numerous end-use industries, particularly for food, beverage, and home & personal care applications across the globe. Rapid urbanization, industrialization, and increased consumer spending are expected to boost the market further. The rising use of sustainable labeling solutions is forecasted to provide enormous opportunities for linerless labels manufacturers.

# M

## [Medical Packaging Films](#)

**The market is projected to reach USD 7.1 billions by 2023, at a CAGR of 4.87% from 2018 to 2023. The medical packaging film market is projected to grow from USD 5.6 billions in 2018 to USD 7.1 billion by 2023, at a CAGR of 4.87%** during the forecast period. The rising demand comes from emerging economies of Asia Pacific. Moreover, the growing demand for sustainable packaging solutions across the globe and the rising demand for bi-axially oriented films are factors projected to drive this market.

## [Metalized Flexible Packaging](#)

**The global market size in 2020 is estimated at USD 4.5 billion and is projected to reach USD 5.8 billion by 2025, at a CAGR of 5.3% from 2020 to 2025.** The major drivers for the market include an increase in demand for the longer shelf life of products and increasing demand for customer-friendly packaging. However, volatile raw material cost restrains the market growth. Moreover, sustainable and new metalized flexible packaging is expected to propel this market.

## [Modified Atmosphere Packaging](#)

**The global market is projected to reach \$13.78 Billion by 2020, at a CAGR of 4.3%.** On the basis of application, the market is segmented into dairy products, bakery & confectionary, poultry, seafood, & meat products; convenience food, fruits & vegetables, and others. On the basis of technology/machinery, this market is segmented into tray-sealer machine, horizontal & vertical flow

packaging machine, deep-drawing machine, vacuum chamber machine, bag-sealing machine, bag-in-box, and others. And on the basis of atmosphere, it is further segmented into nitrogen, oxygen, carbon-dioxide, and others. Furthermore, on the basis of material, it has been segmented into ethylene vinyl alcohol, poly ethylene, oriented polyethylene terephthalate, polyamide, and others.

### **Molded Pulp Packaging**

**The market was estimated in approximated USD 4.6 billion in 2022, and it is projected to reach USD 5.7 billion by 2027,** at a CAGR of 4.3%. Molded fiber pulp packaging solely involves the usage of wood pulp or recycled wastepaper material that can be recycled again after its useful life cycle. It includes products such as end caps, trays, plates, bowls, and clamshell containers. The global molded fiber pulp packaging market has witnessed considerable growth in recent years, mainly driven by features such as recyclability, low weight, and lower cost. Changing lifestyles and increased consumer spending on packaged foods are factors contributing to the growth in demand for this kind of packaging.

### **Multiwall Bags**

**The global bags market size is projected to grow from USD 12.1 billion in 2020 to USD 14.4 billion by 2025,** at a CAGR of 3.5% from 2020 to 2025 in accordance with the growth of the food & grains industry across the globe. Factors such as an increase in the innovations in packaging materials, coupled with the boosting demand for packaged food, ready-to-eat meals, and convenience food from the working population is expected to drive the market for multiwall bags.

## **P**

### **Packaging Printing**

**The global market size is estimated to be USD 352.1 billion in 2021 and projected to reach USD 433.4 billion by 2026,** at a CAGR of 4.2% and this market will be driven by growth in the packaging industry, demand for products with an aesthetic appeal, product differentiation, and technological advancements. In terms of packaging technology, an increase in demand for digital printing is an opportunity for packaging printing, as the market for digital printing is growing at a high rate. Also, in terms of application, growth in the food & beverage and personal care & cosmetics industries is expected to propel it in the coming years.

## [Paper & Paperboard Packaging](#)

**The global market market size is estimated to be USD 199.8 billion in 2021 and projected to reach USD 254.5 billion by 2026**, at a CAGR of 5.0% during the forecast period. These industries serve as a basic necessity for all other industries for their products to reach to the end user and has been growing with the global packaging market. Packaging plays a vital role in keeping the product fresh, damage proof, and acts as an excellent marketing tool. It is used in all the applications, and the major ones considered in the study are food, beverage, healthcare, personal & home care, and others (includes education, stationary, construction material, and electronic goods). With increasing environmental issues of landfill and degradation of packaging material, a shift has been seen from plastic to more usage of paper & paperboard in the packaging industry.

## [Pet Food Packaging](#)

**The global market size is projected to grow from USD 10.2 billion in 2020 to USD 12.5 billion by 2025, at a CAGR of 4.2% from 2020 to 2025.** The market is expected to grow in tandem with the growth of the pet food industry across the globe. An increase in the number of pet adoptions is resulting in higher consumption of pet food. Innovations in packaging, focused on simple and convenient packaging designs, will boost the demand for pet food packaging.

## [PET Packaging](#)

**The market for PET packaging is projected to grow from USD 57.64 Billion in 2016 to USD 74.32 Billion by 2021**, at an estimated CAGR of 5.21%. The growing is due to increasing demand in end-use industries such as food, beverage, pharmaceutical, and personal care & cosmetics.

### **Pharmaceutical Packaging**

**The size of this market is projected to reach USD 229.9 billion by 2027 from USD 99.9 billion in 2021**, at a CAGR of 14.9% during the forecast period. The increasing demand for pharmaceutical packaging in emerging markets owing to growing consumer awareness regarding healthier lifestyle, better access to healthcare, rising healthcare expenses, and growth of the aging population. Also, advanced drug delivery and innovative packaging solutions with higher patient convenience and compliance drive the market for pharmaceutical packaging. Increasing occurrence of chronic diseases such as cancer, infectious diseases, and others and rising patient friendly packaging are also expected to drive this market.

## [Plastic Caps & Closures](#)

**The global market size is projected to grow from USD 44.3 billion in 2020 to USD 57.0 billion by 2025**, at a CAGR of 5.2% between 2020 and 2025. In terms of value, the post-mold TE band segment is projected to account for the largest share of the plastic caps & closures market, by technology, during the forecast period. In the post-mold technology, slitting is a secondary operation to achieve tamper-evident plastic caps & closures. The molding and slitting of plastic caps & closures in the injection or compression molding machine are time-consuming and capital intensive. Therefore, the slitting of plastic caps & closures is a separate process as this process is cost-effective and time-effective against slitting in the molding machine.

### **Pouches**

**The global pouches market is estimated to account for USD 36.4 billion in 2019 and is projected to reach USD 46.1 billion by 2024**, recording a CAGR of 4.8%. The rising demand for packaged food and the cost-effectiveness of flexible packaging solutions is projected to drive the demand. Furthermore, the increase in demand from end-user industries due to the aesthetic appeal of pouches is projected to drive its market growth during the forecast period.

### **Protective Packaging**

**The global market size is estimated at USD 29.8 billion in 2021 and is projected to reach USD 38.8 billion by 2026**, at a CAGR of 5.4 supported by the rising e-commerce industry and manufacturing activities. The increasing popularity of online shopping and rising consumer spending for packed goods are fueling the demand.

## **R**

### **Recycled Plastics**

**The report recycled plastics market is projected to grow from USD 69.4 billion in 2023 to USD 120.0 billion by 2030**, at a CAGR of 8.1% from 2023 to 2030. The growing demand for usage of recovered plastics, to control the rising plastic pollution levels, has spurred the consumption of recycled plastics. Since recycled plastics conserve more of expended energy than virgin plastics, these are employed in most of the major end-use industries including packaging, textiles, building & construction, automotive, and electrical & electronics.

**By plastic type, the polyethylene terephthalate (PET) segment is the largest segment of the recycled plastics market during 2023 to 2030.**

### **Retort Packaging**

**The global market is projected to grow from USD 3.5 billion in 2020 to USD 4.5 billion by 2025**, at a CAGR of 5.1% from 2020 to 2025 following the surge in demand for more convenient food packaging from consumers which aligns with their day to day life.

### **Returnable Packaging**

The returnable packaging market is expected to witness significant growth in the coming years due to its increased demand across the food & beverage, and automotive industries.

**The market size is projected to grow from USD 104.9 billion in 2021 to USD 141.7 billion by 2026**, at a CAGR of 6.2% from 2021 to 2026. Increasing concerns about packaging disposal and the need to lower the environmental impact, strong demand for returnable packaging from end-use industries, and the need for sustainable & cost-effective packaging solutions are some of the major factors expected to drive the returnable packaging market. Rising demand from emerging economies and increasing R&D investments by the manufacturers offer growth opportunities to the market.

## **S**

### **Self-adhesive Labels**

**The global market size is projected to grow from USD 47.9 billion in 2021 to USD 62.3 billion by 2026** at a CAGR of 5.4% as a result of increase rapid urbanization, demand for pharmaceutical supplies, increasing consumer awareness, and growth of the e-commerce industry. With the increasing demand for convenience and quality food products, people are opting for packaged food products, where the product information and other details such as nutritional values of the product and manufactured & expiry dates need to be printed; this is an opportunity for self-adhesive label manufacturers.

### **Smart Labels**

**The global market is projected to grow from USD 4.45 Billion in 2016 to USD 10.03 billion by 2021**, at an estimated CAGR of 17.65%. It is growing due to increasing demand in industries such as retail, healthcare, FMCG, packaging, construction, and automotive.

Along with the same, the need for automated and streamlined operations in the enterprises has fostered the market.

### [Stand-up Pouches](#)

**The global market is projected to grow from USD 24.8 billion in 2022 to USD 36.7 billion by 2027**, at a CAGR of 8.1% during the forecast period. The food & beverages industry is the key end user of stand-up pouches. The rise in demand for food consumption drives the demand for flexible packaging solutions such as stand-up pouches.

### [Sterile Medical Packaging](#)

**The global market size is estimated to be USD 36.9 billion in 2020 and projected to reach USD 57.7 billion by 2025**, at a CAGR of 9.4% from 2020 to 2025. Increasing investment, coupled with growth in the healthcare industry across the globe, is expected to drive the growth of the sterile medical packaging market. The recent outbreak of Covid-19 is expected to keep a positive impact on the market as well.

### [Stretch & Shrink Sleeves](#)

**The global stretch sleeve & shrink sleeve labels market size is projected to grow from USD 14.4 billion in 2021 to USD 18.9 billion by 2026**, at a CAGR of 5.6%. The growth can primarily be attributed to the increasing population, developing economies and GDP, increasing awareness, and increasing demand for tamper-evident labels. There is a continual demand from the food and beverage industry. These are the key factors driving the demand for these sleeve labels during the forecast period.

## T

### [Trash Bags](#)

**The global market is projected to grow from USD 9.5 billion in 2019 to USD 12.1 billion by 2024** at a Compound Annual Growth Rate (CAGR) of 4.9% during the forecast period. Merger & acquisitions, investments & expansions, partnerships & collaborations, and new product developments are some of the major strategies adopted by the key players to enhance their positions in this market in the last years.

### [Tube Packaging](#)

**The size of the global market is expected to grow from USD 11.7 billion in 2021 to USD 14.3 billion by 2026**, at a CAGR of 4.2% during the forecast period. The growth is due to the rising need for oral care and cosmetics applications all over the world. Additionally, tubes are lightweight and can be effortlessly shipped as they occupy less space. They offer benefits such as protection, compactness, convenience, reliability, and cost-effectiveness. The growth of the global flexible packaging industry is driving the tube packaging market.

***Edition:***

**Liliam Benzi**

WPO Press & Communication Officer

[ldbcom@uol.com.br](mailto:ldbcom@uol.com.br)



(+ 55 11) 99989-1597



WPO – World Packaging Organization



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liliambenzi



linkedin.com/in/WPO World Packaging Organization



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