

## **United States Blister Packaging Market - Growth, Trends, Covid-19 Impact, and Forecast - (2023 - 2028)**

Market Report | 2023-01-23 | 105 pages | Mordor Intelligence

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### **Report description:**

The US blister packaging market is expected to register a CAGR of 5.6% during the forecast period. There Russia-Ukraine war has had an impact on the overall packaging ecosystem. The outbreak of COVID-19, growth in regulatory norms worldwide, population health management, new inventions, more informed customers, and an increase in OTC drugs have augmented packaging growth.

#### Key Highlights

Blister packaging is witnessing moderate growth in the United States. The high safety offered by blister packaging solutions augments the demand for these solutions. The strict regulations and demand from manufacturers and consumers alike have led to growth in the usage of blister packages. An increase in over-the-counter drugs has also provided an impetus to the market. Innovative technologies in blisters, such as RFID (radio frequency identification tags), deployed with a seal applied outside the packaging, are increasing due to the potential to offer individual security throughout supply chains. Contamination of samples in blisters only occurs when the protective barrier is broken when a single capsule or tablet is dispensed or administered. Vendors are also focusing on environmentally friendly blister packaging solutions and are introducing paper-based packaging. For instance, in July 2021, Hutamaki Oyj launched Push Tab, a paper-based blister solution for the healthcare industry. The product is certified by FSC and is designed to meet the stringent safety requirements of regulated pharmaceutical packaging. Under the blister packaging process, individual tablets or capsules are sealed within their cavity, usually made of thermo-formed plastic or cold-form aluminum, protecting the drug from contaminants such as moisture and oxygen by a barrier of foil, film, or paperboard. Also, according to the US Census Bureau, the manufacturing of pharmaceutical products could reach 365 thousand by the end of 2024. This further drives the market studied in the country. Russia's invasion of Ukraine has dealt a blow to the global economy, weakening the post-pandemic recovery and aggravating already-high inflation. Even if the worst fears of rising geopolitical tensions and more significant economic disruptions do not

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materialize, private forecasters anticipate an inflationary slump in the world economy. In this context, the US economy faces significant headwinds from higher food, energy, and raw material prices. Private forecasters do not anticipate a robust fiscal/monetary policy mix to quell surging prices through 2023, raising concerns that above-target inflation could become entrenched. The war's economic damage will partly depend on the persistence of high inflation and economic "scarring" over the medium to long term.

## US Blister Packaging Market Trends

### Pharmaceutical Sector is Expected to Witness Significant Growth

The pharmaceutical sector poses a different set of demands for blister packaging solutions concerning insulation from external surroundings, cost-effectiveness, high levels of protection, and the ease of handling and retaining the effectiveness of the medicine. These packs are uniquely suited to meet stringent regulations and are highly valued for protective properties, cost-effectiveness, adaptability, and the pharmaceutical and packaging industry's requirements.?

Adherence is improved when medicines are blister packaged because consumers can track their medications and dosage. The unit dosage feature of blisters reduces the risk of incorrect dosing.?

The retail-level preparation of prescription drugs is troubling pharmaceutical technicians or pharmacists. The administration of medicines in the open atmosphere of the supermarket and drug store may negatively affect sensitive medication when they are transferred from container to container. Blister packaging can guarantee the process of distribution directly to the customer.?

Protecting product integrity continues to be the primary goal of pharmaceutical packaging. Still, there is continued work on cost reduction in the packaging process in all areas of the packaging industry.

?For instance, Amcor provides Polybar barrier film product families that cover a wide range of moisture barriers while also providing good crush resistance to ensure the best protection for pharmaceutical applications such as tablets and capsules. It uses materials such as Aclar, COC, PE, PVC, and PVdc. ?

Further, pharmaceutical companies catering to solid dose divisions are investing in expanding manufacturing facilities in the United States. Recently, Aphenia Pharma Solutions announced the expansion of the solid dose division in Cookeville, Tennessee. The company has aimed to equip the facility with 24 high-speed bottling lines and eight thermoform blister packaging lines. This indicates the demand for blister packaging in the region.

### Growing Geriatric Population and Prevalence of Diseases

The country is prone to various diseases, and multiple CDMOs and CMOs have established a presence in the United States to introduce new APIs for solid drugs that help cure multiple diseases. This is expected to drive blister packaging in the country. For instance, according to the Centers for Disease Control and Prevention, new cases of Tuberculosis were witnessed along with the rapid spread of COVID-19. Alaska and Hawaii recorded 7.5% and 6.5% of cases per 100,000 population in the country. Moreover, owing to the growing population in the country and rising diseases, pharmaceutical companies have taken the opportunity to expand manufacturing facilities for the solid dose, which has increased demand for blister packaging in the country.

With the increasing number of diseases in the country, the expenditure on medicine in the United States is also growing. For example, according to data published by IQVIA in April 2022, the total amount of money spent on drugs reached approximately USD 574 billion in 2021. Spending increased annually between 2012 and 2021, rising by USD 255 billion.

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## US Blister Packaging Market Competitor Analysis

The US blister packaging market is moderately fragmented. Partnerships, mergers, and acquisitions have been significant strategies for the vendors in the market for producing products that are acceptable in the end-user industry, where packaging materials undergo stringent quality tests not to contaminate the contents and impact health. Maintaining a continuous flow of raw materials remain a challenge that prompts partnerships. Some of the major players in the market are Amcor Ltd, Westrock Company?, Sonoco Products Company?, Constantia Flexibles GmbH?, and Honeywell International Inc., among others.

November 2022: Aphenia Pharma Solutions' leading organization offers contract packaging and manufacturing services for the pharmaceutical, consumer health, biologics, and medical device markets. The company announced its USD 20 million expansion and renovation, which began in Cookeville, for adding a large amount of available solid dose packaging capacity.

October 2022: Sonoco Alloyd has been pre-qualified to carry the How2Recycle label on the EnviroSense, PaperBlister package. PaperBlister has been embraced by manufacturers, customers, and consumers since its debut. The How2Recycle pre-qualification is the latest sustainable achievement for PaperBlister and will allow Sonoco to continue helping brands meet their sustainability goals and expand on products' curbside recyclability.

### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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