

North America Stick Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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Report description:

The North America Stick Packaging Market size is estimated at USD 212.58 million in 2024, and is expected to reach USD 262.55 million by 2029, growing at a CAGR of 4.31% during the forecast period (2024-2029).

Key Highlights

-The demand for single-serve packaging in North America is attributed to changing consumer buying behavior, and the increasing prevalence of flexible, cost-effective, and user-friendly packaging is expected to drive the market. Like all flexible packaging, stick packs are lightweight, convenient, and highly portable. The single-serve size of stick packs serves as a unique selling point for consumers.

-Moreover, stick packaging can also serve as a tool for keeping products fresh and increasing their shelf life when produced with quality packaging materials when produced with quality packaging materials. All these factors boost the demand for stick packaging globally across the region.

-Additionally, single-service packaging is a new and innovative concept. As a result, the market remains unexplored, and industry players have tremendous opportunities to profit from this untapped market segment. The rapid adoption of technologies, combined with the fragmented nature of the market, leads to intense competition, ultimately increasing production output.

-Stick packs are available in various materials, including plastic, aluminum foil, and laminated paper, depending on the product's shelf-life requirements, sustainability objectives, and content. Plastic stick packs are generally preferred due to their cost-effectiveness and ability to keep products fresh. Stick-pack packaging is a cost-effective way for small businesses to sell individual products, but only when they use plastic as a material, but single-use plastic packaging is on the verge of losing its grip on the market as the United States is phasing out single-use plastic. This is expected to hinder the market's growth.

-Post the COVID-19 pandemic, the dependence on single-serve packaging for medicines is rising. Also, stick packs are perfect for various powders, granules, liquids, and gels. They offer a convenient portable unit dose solution for prescription and OTC

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medicines and nutritional supplements. Stick-pack formulations also provide an innovative, clean way to expand tablet and capsule product ranges.

North America Stick Packaging Market Trends

Personal Care and Cosmetics Segment to Witness Significant Growth

- Changing consumption trends, a focus on travel-friendly options, and the influence of social media contribute to the increasing popularity of stick-packaged personal care items. As the industry continues to innovate and cater to evolving consumer needs, stick packaging is expected to maintain its significance in shaping the future of personal care and cosmetics packaging.
- Factors like evolving beauty idols, a growing emphasis on self-care, and a heightened consciousness about skincare have shaped the consumption of cosmetic and personal care goods in North America. To cater to this demand, the market has witnessed a surge in the popularity of stick packaging, which offers convenience and portability. Stick-packaged cosmetics, like makeup or lotion samples, enable consumers to try out new products or use them while traveling.
- The influence of social media and beauty influencers has played a significant role in shaping consumer preferences in the cosmetics industry. Stick-packaged products, often featured in tutorials and reviews, gain popularity due to their user-friendly and visually appealing nature, contributing to their growth in the market.
- The use of stick packaging is not limited to traditional retail. Sectors such as hospitality, hotels, and fitness centers are incorporating stick-packaged personal care items into their offerings. Hotel amenities, for example, increasingly include single-use sachets or sticks of shampoo, conditioner, and body wash.
- Stick packaging allows for the development of customized formulas and targeted treatments in the hair care industry. Specialized oil treatments, leave-in conditioners, and scalp lotions can be easily formulated and delivered in stick packs, providing consumers with tailored solutions for their unique hair care needs. This product development flexibility enhances the variety and effectiveness of hair care offerings.

United States to Witness the Highest Growth Rate

- Stick packaging is used for products such as ready-portioned spice mixes and single-serve beverages, including coffee, tea, sugar, milk, drink mixes, and many more, owing to its ability to keep the products fresh, thereby providing a longer shelf life. North America is one of the most urbanized regions across the globe. The region's urban population largely depends on coffee shops and tea parlours.
- Stick packaging is known for its convenience and portability. With increased coffee consumption, especially for on-the-go lifestyles, there may be a higher demand for single-serve coffee sticks. This packaging format is easy to carry, open, and dispose of, making it convenient for consumers increasingly looking for quick and hassle-free ways to enjoy their coffee.
- According to the USDA Foreign Agricultural Service, Coffee consumption in the United States amounted to over 27.30 million 60-kilogram bags in the 2023/2024 fiscal year. The rise in single-serve coffee consumption aligns with the trend towards individualized portions. Stick packaging is well-suited for single-serve products, allowing consumers to easily measure and use the right amount of coffee for a single cup. This trend is driven by the desire for freshness, convenience, and reducing waste.
- The National Coffee Association (NCA) has released its National Coffee Data Trends Report 2023. The report tracks the most significant trends in coffee consumption in the United States over the past 70 years. According to the report, coffee remains the most popular beverage among Americans, with 63% of respondents consuming it daily. This puts coffee ahead of bottled water, tea, and tap water in terms of popularity in the United States.
- The United States has experienced a significant surge in premium and specialty coffee consumption. As consumers become

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more discerning about the quality of their coffee, hotels in the hospitality sector are motivated to offer high-quality, single-serve options that cater to this demand. The American lifestyle, marked by a fast-paced, on-the-go culture, has led to an increased demand for convenience. Stick packaging aligns perfectly with this trend, allowing hotel guests to enjoy a quick and hassle-free cup of coffee without needing elaborate brewing equipment. Moreover, stick packaging caters to the preferences of a coffee-savvy consumer base, driving hotels to adopt innovative packaging solutions that cater to the growing demand for premium, convenient, and personalized coffee experiences.

North America Stick Packaging Industry Overview

The North America stick packaging market comprises several global and regional players vying for attention in a contested market space. The industry is highly fragmented, comprising market incumbents such as Amcor Plc, Constantia Flexibles Group GmbH, Fres-Co System Inc, IBR Packaging, HWR Packaging LLC, and several regional packaging firms.

- November 2023 - Amcor announced signing an MOU with one of the largest sustainable polyethylene manufacturers, NOVA Chemicals Corp., for procuring RPE (Recycled Polyethylene) to produce flexible packaging films. One of Amcor's key initiatives to promote packaging circularity is increasing the use of RPE in flexible packaging. NOVA Chemicals is looking to grow its recycling operations in North America in the next few years to meet its industry-leading goal of achieving a 30% market share of total sales of polyethylene (PE) from products containing recycled materials.
- April 2023 - Fres-Co System USA Inc. has launched a sustainability-driven approach exemplified by submitting and certifying its recyclable coffee package in the NextRex Recycling program, which stands as a critical growth strategy for the company. The certification of its gusseted retail coffee package, coupled with the innovative degassing valve, highlights Fres-co's commitment to eco-friendly practices and establishes it as the first single-source flexible packaging provider with ultra-high barrier packaging and a near-zero oxygen transmission rate certified in the program.

Additional Benefits:

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

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