Package Testing - 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 Package Testing Market size is estimated at USD 13.96 billion in 2024, and is expected to reach USD 23.34 billion by 2029, growing at a CAGR of 10.82% during the forecast period (2024-2029).

Key Highlights
-Package testing plays a prominent role in almost every supply chain. Package testing ensures the business's packaging meets specifications and avoids costly product damage, legal situations, and poor user experiences. Package testing identifies opportunities in several areas, such as savings on packaging costs, the performance of packaging materials in realistic environmental conditions and transportation scenarios, quality control insights, and scalability of packaging. It also includes compliance issues like certifications, specifications, and regulations.
-Globalization increased owing to trade liberalization, improvements in transport infrastructure and communication technologies, and the growth of multinational companies in the food retail sector. It boosted international trade in perishable foods like dairy, fruits, and vegetables.
-It made package testing even more important, as damaged products increase costs for retailers and manufacturers and lead to customer dissatisfaction. The reliability of the package is tested by performing numerous tests, such as drop, vibration, and shock tests, directed by standard institutions, such as the American Society for Testing and Materials (ASTM) and the International Seed Testing Association (ISTA).
-However, the costs associated with packaging testing are quite high, making it harder for small-scale manufacturers and industries to invest in this process, thereby hindering the growth of this market.
-Moreover, the COVID-19 outbreak positively impacted the market studied. The COVID-19 outbreak increased demand for packaging testing services because partial or complete lockdowns implemented nationwide forced end users to use parcel services. It necessitated proper packaging. The pharmaceutical industry grew dramatically since its peak during the COVID-19

pandemic. This vertical is driven by ongoing medical advancements, which is familiar. Further, the Russia-Ukraine war includes an impact on the overall packaging ecosystem.

Package Testing Market Trends

Food and Beverage Accounts for Significant Share in the Market

- Advanced packaging methods, such as intelligent packaging, active, smart packaging, and modified atmosphere packaging, are replacing traditional methods, driving the need to test these packaged goods effectively.
- Products' safety is an important concern as they reach customers in the packaged form. Any toxic or damaging contaminant could affect the product itself, emphasizing the importance of package testing in the market.
- Packaged food's growth is more prominent in the United States developed economies and major European countries like Spain, France, and Russia. This emphasis created a robust demand for effective package testing in the market.
- Packaged food consumers in the United States include increased consumption due to convenience, saved time, and easy prep with minimal wastage indicated as the primary reason. According to the US Census Bureau, the monthly sales of food services and drinking places increased drastically in July 2022, accounting for USD 86.1 billion, up 12% compared to July 2021.
- The need for package testing to ensure that the integrity of the package is not compromised increased in response to the growing awareness of environmentally friendly food packaging, such as paper-based packaging solutions. Foods and drinks that are packaged and processed are becoming increasingly popular. The sector is anticipated to grow as packaged food and consumer items are consumed more widely.
- The consumption of packaged organic food in the United States was USD 21.26 billion in 2021, and it is anticipated to increase to over USD 25 billion by 2025, according to the Organic Trade Association. The demand for package testing will expand in tandem with the growth in the consumption of packaged organic food. Organic food items frequently need to adhere to strict rules and regulations to retain their integrity and guarantee that they stay organic. Package testing ensures that the packaging's components and layout adhere to needs like avoiding contamination, preserving freshness, and prolonging shelf life. Strong package testing techniques will be required due to the rising demand for packaged organic foods.

Europe to Hold a Significant Market Share

- Europe is one of the key locations where the package testing sector grew significantly over the previous few decades. The increased awareness among packaging firms, strict industry rules, and rising packaged product consumption are the main drivers of the package testing sector's growth.
- For instance, the EU Packaging and Packaging Waste Directive's main goals are to support the proper operation of the EU Internal Market and continuously enhance the environmental performance of packaging. Member states created national laws To execute the Act, allowing businesses to certify, test, and certify the packaging materials and commodities.
- The packaging must be manufactured to allow recovery or reuse following specific requirements. The number of hazardous materials inside the packaging must be kept to a minimum in emissions from incineration or landfills to maintain hygiene, safety, and acceptance for the packed product and the consumer. Further encouraging the adoption of package testing across multiple business verticals is the requirement to go by several sector-specific packaging standards, such as those set out by the International Organisation for Standardisation (ISO) and International Safe Transit Association (ISTA).
- The need for packaging and related testing solutions is anticipated to increase further as vendors across various end-user sectors increase the frequency of new product releases. For instance, KitKat, a market leader in the food and beverage sector, declared the debut of KitKat V, the classic treat's vegan variant, in 15 European nations in August 2022.

Package Testing Industry Overview

The competitive rivalry is moderately high in the market studied as the firm concentration ratio is moderate, and consolidation is expected over the next few years. The competitive rivalry is expected to increase further. The presence of longstanding companies in the market studied, such as Intertek Group PLC, Eurofins Scientific SE, SGS SA, and Bureau Veritas SA, is expected to maintain their market dominance by offering innovative package testing solutions services to intensify the market competition.

- October 2022- Intertek joined CEFLEX to assist in establishing the circular economy for flexible packaging and encourage the development of recycling solutions in Europe.
- June 2022 - Bureau Veritas acquired Advanced Testing Laboratory, a provider of scientific sourcing services. ATL's services span R&D to product qualification, manufacturing, and packaging. The acquisition is expected to help the company expand its presence in the North American region.

Additional Benefits:

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

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