

Paper Cups - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Paper Cups Market size is estimated at USD 13.03 billion in 2024, and is expected to reach USD 15.81 billion by 2029, growing at a CAGR of 3.94% during the forecast period (2024-2029).

Key Highlights

-The beverage industry is expanding worldwide and is expected to contribute significantly to the market for paper cups. As the industry evolves and offers a wide range of beverages, the demand for suitable carriers also increases. The popularity of ordering beverages for takeaway and home delivery grew. This trend further drives the need for paper cups as customers require secure and efficient packaging for transporting their drinks. One of the major factors driving the market growth is the rising demand for paper cups in the increasing trend of consumption of on-the-go beverages. Consumption on the go continuously increased alongside rising urbanization, associated with frenetic habits.

-Further, Starbucks, Dunkin' Donuts, Caribou, and other well-known large coffee shop brands are present in the United States. The market value of the coffee shop in the United States reached USD 45.8 billion in 2022, according to Daily Coffee News.

-Additionally, consumers are looking for a cup that is not only durable but also visually appealing. These qualities make paper cups more desirable and contribute to their high demand. The increase in demand is also due to the rise in beverage consumption. Such factors propel manufacturers to enhance barrier and seal technologies for paper cups and technological breakthroughs for food preservation across the whole supply chain.

-The product's shelf life will be significantly extended by using biodegradable composite materials in paper cup manufacturing and will be utilized by various end users, which will drive the market. A biodegradable kraft, bamboo, or enamel paper board with PE liner makes up the JcFoodpack Bio paper Soup cup. Typical usage includes hot soups, oats, spaghetti, and frozen meals like ice cream or yogurt. In line with the same, players focus on launching innovative solutions to cater to the changing market needs and counter-tightening restrictions.

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-In April 2023, WinCup, Inc. created Phade, the first paper cup lined with PHA (polyhydroxyalkanoate). It is a novel new biopolymer produced by the fermentation of canola oil and capable of decomposition in both marine and terrestrial environments, making it possible to use paper cups for hot beverages that are more environmentally friendly. The revolutionary phase paper cup, developed by WinCup, Inc., replaces conventional paper cups. These are coated in plastic made from fossil fuels to contain beverages and are, thus, unable to be recycled or composted.

-However, most paper products, paper cups, cannot be recycled because they are coated in plastic, as little as 5% of each cup. That's why they can hold liquid without spilling it everywhere. It's also why they don't decompose into a pulp and be recycled into paper. Most companies implemented zero waste in their policies. Still, they cannot execute those actions. One of the key contributors to climate change for greenhouse gas emissions emitted by landfills.

-The COVID-19 pandemic heightened hygiene concerns among people, leading to increased demand for disposable plates, cups, and bowls. Individuals became more cautious about sharing personal items, including food and drink containers, to prevent the spread of COVID-19. The production of paper cups faced challenges due to the limited availability of raw materials. Lockdown measures, disruptions in supply chains, and decreased production capacity affected the sourcing of materials necessary for manufacturing paper cups. The shift towards remote work and the closure of offices further impacted the paper cup market. With more people working from home, the demand for takeaway or to-go beverages decreased, affecting the need for paper cups in office settings.

Paper Cups Market Trends

QSR is Expected to Drive the Market Growth

- The relationship between QSRs and sustainability needs to be more consistent. While QSRs focus on speed and convenience, their practices regarding sustainability vary. However, there is an increasing awareness and effort within the industry to adopt more sustainable practices, including using environmentally friendly materials like paper cups.

- The busy lifestyle in developed cities and the trend of eating outside as part of leisure activities led to new coffee shops and QSRs. The franchise model is a new trend for the rise of QSR chains, which is expected to fuel the market's growth. For example, regional authorities started incentivizing franchisees and franchisers to attract international brands and investors interested in entering the market with the help of experienced local players.

- According to Starbucks, in 2022, there were 35,711 Starbucks stores globally. The company experienced growth over the past ten years, and Starbucks' unit sales increased. Over the past ten years, the coffee company practically quadrupled the number of stores thanks to global expansion. The consumption pattern is gradually spreading in the developing regions, contributing to the industry's growth and driving the demand for paper cups.

- Additionally, quick-service restaurants investing and collaborating with different food chains may raise demand for paper cup packaging. In March 2022, A&W Restaurant launched the first lidless, fully compostable coffee cup, which doesn't require a lid or straw, contains no plastic liner, and is fully compostable and recyclable. The cup design innovation from UK-based ButterflyCup is made entirely of paper, with a unique, water-based coating that prevents leaks. Moreover, according to the US Census Bureau, monthly quick-service restaurant sales in the United States reached USD 37.36 billion in December 2022, compared to USD 33.68 billion in 2021.

Asia-Pacific to be the Fastest Growing Market for Paper Cups

- The Asia-Pacific paper cups market is one of the largest and fastest-growing globally. Factors such as population growth, urbanization, changing lifestyles, and the rise of the food service industry contributed to the expansion of the market.

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- The growing trend of on-the-go consumption, particularly in busy urban areas, fueled the demand for paper cups. The convenience offered by paper cups aligns with the fast-paced lifestyles of consumers who prefer takeaway and delivery services. The region witnessed a significant expansion of the food service sector, including quick-service restaurants, cafes, and street food vendors. These establishments rely heavily on paper cups for serving beverages and takeaways, driving the demand in the market.
- QSR focuses on expanding its presence by adding/opening new stores to cater to the increasing demand. Starbucks is the largest coffeehouse chain worldwide, with nearly 36 thousand stores across the globe. As of October 2022, the country with the most Starbucks stores worldwide was the United States, with over 15 thousand stores. China ranked second with 6,019 stores. The number of stores increased from 5,358 in 2021 and was ranked before Canada and Japan.
- Additionally, countries like South Korea are undertaking various programs to reduce waste. For instance, in June 2022, South Korea introduced a mandatory refundable deposit for disposable coffee cup use. The deposit scheme, intended to increase recycling rates, would be collected by operators and applied to hospitality businesses with 100 outlets.
- Further, in India, the government announced a ban on the application of single-use plastics that got enforced by July 1, 2022. Growing consumer awareness about the adverse effects of plastics on the environment plays a vital role in purchasing behavior. Corn starch is among the most common substitute for plastic packaging. Leading online food delivery systems also switch to corn starch packaging to promote an eco-friendly brand image. Such changes and rapid development are expected to boost market growth for paper cups in the Asia-Pacific.

Paper Cups Industry Overview

The competitive landscape of the Global Paper Cups Market is becoming moderately fragmented, leading due to the entry of several small players in the emerging markets. In the developed economies, though, the market remains relatively consolidated compared to developing economies. Some of the recent developments in the market are as follows.

- July 2022- The Hartsville, South Carolina, paperboard factory of Sonoco stated that it would increase post-consumer recovery and recycling prospects for paper cups in bales of mixed paper for use as raw material to make new paperboard. As a top recycler, paper mill owner, and paper packaging converter, the firm is ideally positioned to encourage the industry to focus on future developments and expand end-of-life options along the paper value chain.
- February 2022- Huhtamaki extended its support to Unilever's Carte D'Or as it slashes plastic use with a move to recyclable paper by shifting the packaging for their ice cream to recyclable paper tubs and lids. The recyclable paper-based packaging will enable the brand to eliminate more than 900 tonnes of virgin plastic in the UK annually.

Additional Benefits:

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

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