

## **Africa Flexible Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Africa Flexible Packaging Market size is worth USD 2.33 Billion in 2025, growing at an 5.37% CAGR and is forecast to hit USD 3.02 Billion by 2030.

### **Key Highlights**

- Surging demand from the packaging industry and a growing preference for consumer goods are poised to drive the growth of the flexible packaging market in Africa in the coming years. As consumer perceptions and interactions with packaging evolve, there is a notable shift toward sustainability. This shift is leading to a decline in traditional rigid packaging solutions, making way for innovative and sustainable flexible packaging options. Furthermore, the rising preference for user-friendly packaging and superior product protection underscores the growing traction of flexible packaging as a viable and cost-effective choice.
- Africa is witnessing a surge in demand for primary food items. Its growing population and rising incomes drive this demand, leading to increased imports of food and feed grains, soybean, cotton, and meat. Furthermore, food processing is pivotal in bolstering local economies, forging supplier connections for millions of small-scale farmers, and boosting rural incomes, especially in Eastern and Southern Africa. As urbanization accelerates and the population expands, the appetite for processed food continues growing, presenting a lucrative opportunity for the flexible packaging market.
- Innovations have paved the way for developing sustainable and tailored flexible packaging solutions, fueling a remarkable surge in the market. In Africa, the imports of food and consumer goods constitute a substantial portion of the region's flexible packaging market. The increasing demand for packaged and retail foods is boosting the market growth.
- Additionally, in the region's channel distribution, modern retailers are increasingly dominating. Over the past two years in Egypt, there has been a notable shift from traditional grocery retailers and open markets to supermarkets and hypermarkets. Leading the charge, hypermarkets have recorded significant growth in their value share, creating an opportunity for economical bulk packaging that would drive the market.

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- However, African nations are taking decisive steps against pollution by banning specific plastic products. Nigeria is a leading contributor to global plastic pollution, producing over 2.5 million tons of plastic waste yearly. In June 2024, Nigeria, aligning with several other African nations, announced its commitment to combat the global plastic crisis by instituting a ban on single-use plastics. This move is poised to influence the broader flexible packaging market.

#### Africa Flexible Packaging Market Trends

##### The Pouches Segment is Expected to Hold Significant Market Share

- Pouch packaging is becoming the go-to choice for its unmatched convenience and portability. Stand-up pouches shield their contents from moisture, vapor, odors, pests, air, and light. Additionally, consumers are drawn to the aesthetic appeal and added conveniences of these pouches, such as spouts, zippers, and handles. These preferences are driving the popularity of stand-up pouches. Stand-up pouches, being lighter and using less material, also offer food producers a cost advantage in shipping compared to traditional rigid packaging. As the beverage industry in the region increasingly adopts pouches, market demand is poised for growth.

- Rigid containers consume more fossil fuels than flexible stand-up pouches equipped with zippers. Notably, these containers are six times heavier than their flexible counterparts. Additionally, the diverse printing options for these pouches enable innovative designs, enhancing the product's aesthetic appeal and reinforcing brand identity. Furthermore, rising innovations have introduced flexible foams, papers, and aluminum foils, marking a shift from traditional plastic raw materials in pouch manufacturing.

- Innovations are driving the shift from plastics to flexible foams, papers, and aluminum foils in pouch manufacturing.

Additionally, African nations are ramping up local production, bolstered by rising investments from Asia and Europe.

Consequently, foreign entities like Lupin and Dr. Reddy's are poised to enhance their production capacities. This trend is set to elevate the demand for healthcare packaging, encompassing pouches in Africa.

- The growing preference for pouch packaging in liquids like juices, detergents, and edible oils has spurred innovations in pouches with enhanced oxygen-barrier properties. These improvements are crucial in preserving and protecting the liquid contents from contamination. Furthermore, collaborations among stakeholders to develop recyclable flexible pouches while ensuring they retain their vital functionalities are bolstering market growth.

- Africa recorded a significant position on the list of the world's 20 fastest-growing economies in 2024. This growth can be attributed to the continent's policymakers, who have been diligently steering strategies toward economic diversification, particularly by channeling investments into pivotal growth sectors. Furthermore, the IMF highlighted a consistent upward trajectory in the region's GDP, showing robust support for its production and manufacturing landscape and an anticipated surge in demand for flexible packaging.

##### South Africa is Expected to Hold Major Market Share

- South Africa boasts a sophisticated food manufacturing industry and a high consumer market. The nation grapples with sluggish domestic economic growth. Manufacturers are challenged to control production costs while consistently meeting steady consumer demand. There is potential for increased investment in enhanced packaging solutions, which could boost efficiencies and aid in managing expenses.

- Moreover, South African food manufacturers are targeting the export market. They are expected to emphasize flexible packaging that ensures product consistency and quality, aligning with global food standards. The South African government also prioritizes the food and beverages industry as the most significant component of its manufacturing sector. It actively encourages the further development of agriculture and the agro-processing industry, which may support market growth in South Africa.

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- Beauty product packaging increasingly relies on flexible plastic packages, which safeguard contents from oxidation and extend shelf life. South Africa's cosmetics industry grapples with hurdles from the nation's economic downturn. The GDP growth has notably decelerated, and challenges mount with high unemployment rates and dwindling disposable income. As a result, the personal care segment anticipates a deceleration in growth in the market studied.
- The South African Reserve Bank reported that quarterly consumer spending in South Africa has been following a growth trajectory, which supports the demand for flexible packaging in line with the growth of e-commerce and the retail landscape in the country.
- South Africa's economic growth and urbanization have surged access to processed and fast food. This shift is notably evident in urban centers, especially among the youth aged 12 to 24. Their evolving consumption patterns are driving the demand for ready-to-eat meals, beverages, and on-the-go food items, increasing the need for flexible packaging solutions, including bag- and pouch-based options.

## Africa Flexible Packaging Industry Overview

The African flexible packaging market is moderately consolidated, with significant players such as Hana Packaging Limited, PrimePak Industries Nigeria Ltd, Aristocrat Industries Ltd, Constantia Afripack Flexibles Ltd, and Huhtamaki Group occupying most of the market share. The regional companies are forming multiple partnerships and mergers to increase their market share.

- January 2024 - Constantia Afripack Flexibles Ltd, in partnership with a South African customer, received a WorldStar Packaging Award for its "Comfort Fabric Softener and Sunlight Fabric Softener Pouches" in the 'Packaging Materials and Components' category. This achievement stands as a pivotal moment in Constantia Flexibles' journey. The pouches feature EcoLam, an innovative, recyclable mono-PE laminate known for its superior printability. Produced at Constantia Afripack, Constantia Flexibles' facility in South Africa, EcoLam is crafted from oriented polyethylene (OPE) using a specialized extrusion process, ensuring seamless processing of the mono-material, showing the company's priority on material innovations.
- December 2023 - Huhtamaki Group, a provider of flexible packaging solutions in Africa, revised its growth strategy for 2030. The updated strategy emphasizes boosting profitability in its core business while innovating sustainable packaging solutions for further expansion. In line with this, the food packaging manufacturer initiated a three-year program to accelerate its strategy's implementation and bolster its profitability. This move shows the company's emphasis on sustainable packaging innovations to remain competitive.

### Additional Benefits:

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

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