

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

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Report description:

The Africa Plastic Packaging Market size is estimated at USD 15.32 billion in 2025, and is expected to reach USD 18.09 billion by 2030, at a CAGR of 3.38% during the forecast period (2025-2030).

Africa has experienced rapid population growth and urbanization in recent years. As the population increases and more people move to cities, there is a rising demand for packaged goods, creating the need for plastic packaging products. Furthermore, economic growth resulted in an expansion of the middle class and increased disposable income in various countries of the region. As purchasing power of people increases, the demand for packaged goods also rises, driving the growth of the plastic packaging industry.

Key Highlights

- Many countries in the region are focusing on industrialization and manufacturing for their economic development, which includes the establishment of factories for various industries, such as food, beverage, pharmaceuticals, personal care products, and more. As plastic packaging is a convenient solution for these industries in multiple applications, its demand is growing continuously in the region.
- With a growing population, demand for food and beverages is continuously increasing in the countries of Africa. According to World Bank, the total value of the African food industry could rise to USD one trillion (approx. EUR 841.5 billion) by 2030.
- The market is expected to be challenged owing to dynamic changes in regulatory standards, primarily due to increasing environmental concerns. Governments across the region have been responding to public concerns regarding plastic packaging waste and implementing regulations to minimize environmental waste and improve waste management processes.
- International food manufacturing companies are expanding their operations in Africa due to rising product demand. In October 2022, cookie manufacturer Britannia Industries Ltd finalized a deal for operations in Kenya as part of its plan to expand in Africa.

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Africa Plastic Packaging Market Trends

Food Industry to Hold Major Share in Both Rigid and Flexible Plastic Packaging Markets

- Plastic food storage containers help preserve food during storage or keep them fresh by effective sealing. These containers are suitable for use in cafes, grocery shops, or any food business. Packaging is an important market in West Africa. This industry has developed in the sub-region largely in response to farming and the growth of the food industry. Nigeria, South Africa, and Kenya have a substantial share of the plastic packaging market in the region.
- The food sector in Eastern and Southern Africa is expected to grow by 800% by 2050, with trade in processed foods increasing by up to 90%. Africa as a whole is anticipated to be a USD 1 trillion food industry by 2030, with urban consumption driving demand for more products. Food packaging is one of Africa's most significant end-user plastic industries. Rigid plastic packaging is increasing in the food industry. The industry uses it for its properties, such as lightweight and reduced cost.
- Rigid plastic and disposable containers are integral to takeouts, food chains, and restaurants. However, there are environmental concerns across the region. The opening of several food chains across the region has spiked the demand for plastic packaging in Africa. In May 2022, the Dubai-based halal fast-food chain ChicKing announced its intentions to open 30 outlets in Kenya over the next five years.
- Typical flexible food packaging applications include films and pouches to package food products like cheeses, meats, bread, and vegetables, among others. In most cases, flexible packaging is used as the primary packaging, but it can also be used as the secondary packaging in some cases.
- These films can be laminated or nonlaminated and withstand harsh environments like freezers. Their impact strength, tear strength, flex-crack resistance, and excellent sealing properties are extensively used in food applications. Such factors are driving the flexible packaging market in the country.
- Due to increasing urbanization in Africa, more people are living in cities and having less access to fresh produce, which is driving the demand for flexible packaging. Additionally, the growing focus of consumers toward sustainability is leading to packaging made from recycled materials that can be easily recycled, hence supporting the demand for flexible packaging.

South Africa to Hold Significant Market Share

- The rising popularity of packed meals, the expanding number of restaurants and supermarkets, and rising bottled water and beverage consumption are all key drivers of the country's market expansion.
- The South African home care products market has seen considerable growth in recent years owing to a growing trend among individuals to maintain a healthier lifestyle. This has driven demand for products like beverage bottles, toiletry bottles, plastic bags, and others, thereby increasing the growth of the region's plastic packaging market.
- With the country's enormous volume of plastic garbage, the recycling trend is expanding at a healthy rate, owing to government restrictions and strong consumer awareness. Moreover, companies like Coca-Cola in South Africa collected and recycled more PET than was produced within the country.
- On the demand side, customers in South Africa are migrating to e-commerce as mobile connectivity develops. This tendency has accelerated as a result of the COVID-19 pandemic as well as a spike in interest in contactless transactions inside the country. This has permitted several market acquisitions. For instance, in July 2021, Austrian plastic packaging firm ALPLA Group purchased

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South African packaging producer Verigreen Packaging to extend its footprint in southern Africa.

- Overall, beverage consumption in the country is increasing rapidly, despite the impact of external economic variables. Soft drink consumption is increasing in the country as a result of climatic conditions, with people drinking more carbonated beverages. Due to severe water scarcity in the country over the previous two years, the usage of bottled water has also increased dramatically. With PET bottles becoming the market norm, the demand for plastic bottles has also increased. Therefore, these factors are driving the growth of the plastic packaging market in the country.

Africa Plastic Packaging Industry Overview

The African plastic packaging market is highly fragmented, comprising market incumbents such as Mondi, Nampak, and Berry Astrapak and several regional packaging firms. With environmental concerns rising across countries, major players have boosted their investments in research and development to tackle environmental concerns and make plastic bottles safer.

- In January 2023, Phatisa announced the acquisition of a significant minority stake in MHL International Holdings, a printing and packaging provider operating in Sub-Saharan Africa through subsidiaries in Kenya and Nigeria with strong exposure to the food and beverage sector.
- In August 2022, ALPLA expanded its OTC packaging manufacturing technology. Alplapharma, the pharma packaging business of the ALPLA group, accomplished this by expanding its manufacturing technology for OTC bottles with the inclusion of flexible extrusion blow molding (EBM), which allows for sustainable and customer-specific packaging solutions in this field.

Additional Benefits:

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

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