Cups And Lids - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Cups And Lids Market size is worth USD 17.74 Billion in 2025, growing at an 3.40% CAGR and is forecast to hit USD 20.97 Billion by 2030.

Key Highlights
- The rise in tea, coffee, and soft drinks consumption on account of a considerable increase in the population is one of the key factors catalyzing the demand for cups and lids globally. The burgeoning food and beverage (F&B) industry and the escalating order for disposable packaging in quick service restaurants (QSRs) to minimize the risk of leakage and spillage of different food products and beverages are influencing the market studied positively. The emerging trend of social gatherings on special occasions also drives the worldwide need for disposable plates, cups, lids, and other containers.
- Due to the increased demand for specialty drinks, e.g. coffee and milkshakes, there has been a sharp increase in demand for cups and lids within the packaging sector over these past years. Significant forces to market growth include the characteristics of cup and lid products such as lightweight, smooth rolled rims that are comfortable and secure for use on a pleasant and safe surface, snap fit, easy removal, leak-resistant applications, and cost-effectiveness.
- Consumers frequently grab convenient and functional drinks, such as RTD coffee and tea, energy drinks, and other beverages that can be consumed whenever and wherever they need a boost. As such, non-alcoholic drinks that offer functional and practical benefits that are relatively healthy and natural can appeal to busy consumers. Leveraging the natural, energy-boosting characteristics of electrolytes, vitamins, minerals, and other natural ingredients in new product formulations can help brands target tired consumers.
- The rise in urbanisation has led to an increasing number of consumers spending considerable time away from their homes, visiting and travelling into social venues, enjoying the weather or attending sporting events. As a result, when consumers are on the move, they drink more.Recently, in November 2022, more than 1.4 Million fans from across the globe visited Qatar for the

FIFA World Cup 2022. Qatar rolled out the red carpet for a total of one million plus visitors for the FIFA World Cup and aims to attract up to 6 million a year by 2030.
- Moreover, the ban on plastic in various nations somehow hinders the growth of the market but the recyclability of paper is one of the key factors driving the growth of the paper cup and lids market. These cups can be recycled indefinitely because they are made of paper. Manufactured per environmental regulations, users benefit from the cost advantages of packaging while eliminating disposal concerns. It helps the vendors contribute to the sustainability goals through their products.
- Additionally, the war between Russia and Ukraine has led to economic sanctions on multiple countries, a surge in commodity prices, and supply chain disruptions, affecting many global markets. The war has caused over 300 major Western companies' evacuation, including the widespread closures of packaging and production facilities in Ukraine and Russia. Uncertainty over when it will end has also led to some companies initially being reluctant to suspend activities, either scaling or shutting down operations.

Cups and Lids Market Trends

Food and Beverage Segment to Witness Significant Growth

- One of the most important drivers for the growth of the Cups & Lids Market is due to the growth of the food and beverage sector worldwide due to an increasing number of consumers on the go and rising adoption of ready-to-eat foods and drinks. In addition, the sector has been supplemented by other factors such as increasing population and per capita income along with changing lifestyles.
- The food service industry is a prominent end-user industry with a significant market share in cups and lids. The growth of online food delivery services augmented the demand for food cups and portion cups.
- The quick-service restaurant business is expected to expand significantly globally during the forecast period. Market expansion is primarily driven by changing consumer preferences and an increase in the number of employees. Even at malls, more than one-third of patrons come for the food, not the shopping. Most quick-service restaurants use disposable paper cups for hot and cold beverages. Therefore, there is a rapid demand for cups across the globe.
- Major fast-food chains like KFC, Domino, Starbucks, Pizzahut, and Mcdonald's are expanding their stores worldwide due to the huge demand on the go meal and ready-to-eat food. For instance, Approximately 985 billion U.S. dollars in sales were generated by retail food and beverage stores in the United States in 2023.

North America is Expected to Hold the Largest Market Share

- The market growth in North America is driven by food trends from consumers, who are fond of convenient and smaller packaging for single-serving consumptions as well as a growing focus on specialty beverages. Furthermore, the rapid evolution of people's lifestyles, changes in eating habits, and growing demand for single-serve convenient packaging are some other factors contributing to market growth in this region.
- The development of American coffee culture has been influenced by the widespread presence of chains like Starbucks, which is popular with young people. They're the largest consumers of that drink. The demand for coffee cups and lids is increasing in the United States because of its growing coffee culture.
- According to the Starbucks data, to cater to the demand and popularity of coffee culture Starbucks also took up the opportunity by increasing the number of stores in the United States, the company operated stores reached 9,265 stores in the year 2022 which has increased from 8,947 stores in 2021 and 8,941 stores in 2020. This trend of expanding infrastructure due to upward trends of demand has made the market for cups and lids up for the coming years.

Cups and Lids Industry Overview

The cups and lids market is highly competitive due to the presence of many large and small players in the market, supplying their products in the domestic and international markets. Major players in the market are adopting strategies like product innovation and mergers and acquisitions to increase their market offerings and stay competitive in the market landscape. Some of the major players in the market are Reynolds Consumer Products, Huhtamaki Oyj, Greiner Holding AG, and Solo Cup Operating Corporation, among others.

- November 2022 - Huhtamaki, a packaging supplier for the food and consumer goods industries, introduced paperboard cups with moisture-resistant inner and exterior lining to the United States yogurt market at PACK EXPO International.
- September 2022 - Huhtamaki and StoraEnso launched a paper cup recycling initiative. The Cup Collective program aims to recycle used paper cups on an industrial scale and provide consumers and businesses convenient access to used paper cups, which can then be renewed into valuable recycled raw material.

Additional Benefits:

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

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