

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

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Report description:

The Egypt Paperboard Packaging Market size is worth USD 2.42 Billion in 2025, growing at an 4.22% CAGR and is forecast to hit USD 2.97 Billion by 2030.

Key Highlights

- The paperboard packaging market in Egypt is experiencing robust growth, driven by several key factors. The food industry is increasingly adopting paper-based packaging solutions in response to consumer demand for sustainable and eco-friendly options. Furthermore, the rapid expansion of the e-commerce industry among the Egyptian population significantly contributes to the market's upward trajectory as online retailers seek efficient and recyclable packaging solutions to meet growing logistical needs.
- The ongoing expansion of e-commerce platforms and efforts to enhance e-commerce delivery services are likely to boost consumer interest in buying online, thereby boosting demand for paperboard packaging necessary for the delivery of online orders. For instance, in October 2023, two companies affiliated with Egypt Post, Post for Investment and Post Distribution Company, signed a contract to invest in the Roderz platform, a crowdsourcing platform that connects delivery service providers with e-commerce and retail service providers, with a shareholding of 40%.
- Egypt's recent initiative, funded by the European Union and led by the Ministry of Environment, aims to reduce the country's heavy reliance on plastic packaging. This effort aligns with the global movement to decrease plastic usage due to its harmful effects. Consequently, this creates new opportunities for paperboard packaging products in the market.
- In addition, the European Bank for Reconstruction and Development (EBRD) is actively enhancing economic growth and fostering open, sustainable market economies in the southern and eastern Mediterranean, known as SEMED. EBRD's increasing investments are set to strengthen Egypt's paperboard packaging market ecosystem over the coming years. However, the fluctuating raw material prices, competition from plastic-based packaging, and the importation of paper pulp from neighboring countries are challenging market growth in the country.

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Egypt Paperboard Packaging Market Trends

Folding Cartons Expected to Register a High Growth Rate

- In the Egyptian paperboard packaging market, folding cartons are a predominant choice for consumer packaging. These cartons are primarily used in retail to secure individual products. Additionally, they serve as an effective promotional tool, encouraging impulse purchases and enhancing product visibility on shelves.
- The rapid expansion of the pharmaceutical industry, along with growing investments, is further anticipated to accelerate demand for folding cartons as it is the most widely used secondary packaging solution to numerous pharmaceutical products. For instance, in December 2023, APEX Pharma, an Egyptian pharmaceutical company, announced its plans to establish two pharmaceutical factories, one in Egypt and another in Saudi Arabia. The company will invest a total of EGP 4 billion over the next year. The initial investment for the new plant in Egypt will exceed EGP 1 billion, with projections estimating its value to reach between EGP 2 and 3 billion within three years.
- Furthermore, in response to the growing demand for cartons in the beverage industry, global players are engaging in strategic initiatives. For instance, recently, Tetra Pak, a global food processing and packaging solutions company, signed an agreement with Uniboard, a paperboard producer in Egypt, to cooperate with the objective to recycle used beverage cartons (UBC) in Egypt, with a total joint project value of over EUR 2.5 million (USD 2.79 million).
- The growing export of cartons, boxes, cases, and other paper and paperboard packaging is projected to fuel demand for paperboard packaging in Egypt, further supporting market growth. For instance, according to UN Comtrade, the export of cartons, boxes, cases, and other packaging of paper and paperboard from Egypt to Sierra Leone rose to USD 16.56 thousand in 2023 from USD 1.01 thousand in 2022.

The Food Industry Segment Expected to Hold a Significant Share

- As the country experiences rapid urbanization and rising disposable incomes, consumers are increasingly shifting toward packaged food products for convenience and safety. This trend has led to a surge in demand for diverse packaging solutions, including cartons, boxes, and trays. Paperboard's versatility, recyclability, and cost-effectiveness make it an ideal choice for packaging various food items, from dairy products and snacks to ready-to-eat meals.
- Food and beverage companies are increasing investments in Egypt to enhance production volumes, thereby creating opportunities in the folding cartons segment. For instance, during the Food Africa 2023 expo in December 2023, held at the Egypt International Exhibition Center, Food Trip Egypt, an emerging Egyptian snack manufacturer, announced a new investment of EGP 150 million (USD 3.07 million). The expo is under the esteemed patronage of the Egyptian Ministry of Trade and Industry, along with the Ministry of Supply and Internal Trade.
- The rising consumer price index (CPI) for food and non-alcoholic beverages could drive the growth of the paperboard packaging market. As inflation makes consumers more price-sensitive, they may seek more affordable packaging options. Paperboard packaging offers a cost-effective alternative to materials like glass or metal. Additionally, if consumers opt for larger package sizes or bulk purchases to reduce per-unit costs, the demand for paperboard cartons and boxes may increase. However, the overall impact on demand depends on factors such as consumer preferences, material availability, and competitive pricing.
- In addition to this, a rise in the disposable income of consumers, increased investments by international ready-to-eat food brands in the local market to boost the product's sales, and a strong consumer base are driving demand in the Egyptian paperboard packaging market.

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Egypt Paperboard Packaging Industry Overview

The Egyptian paperboard packaging market is moderately competitive and comprises several regional players with a considerable global footprint. These players hold a substantial share of the market and are focusing on expanding their customer base across the country while engaging in strategic initiatives such as mergers, acquisitions, expansions, product launches, and collaborations.

- In February 2024, Union Pack, an Egyptian cardboard and paper manufacturer, invested EGP 20 million (USD 0.41 million) in a new carton manufacturing facility. The company had announced plans to export 20% of its production volume in the second half of 2024 to over five countries in the Middle East and North Africa, including Saudi Arabia and Libya.

Additional Benefits:

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

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